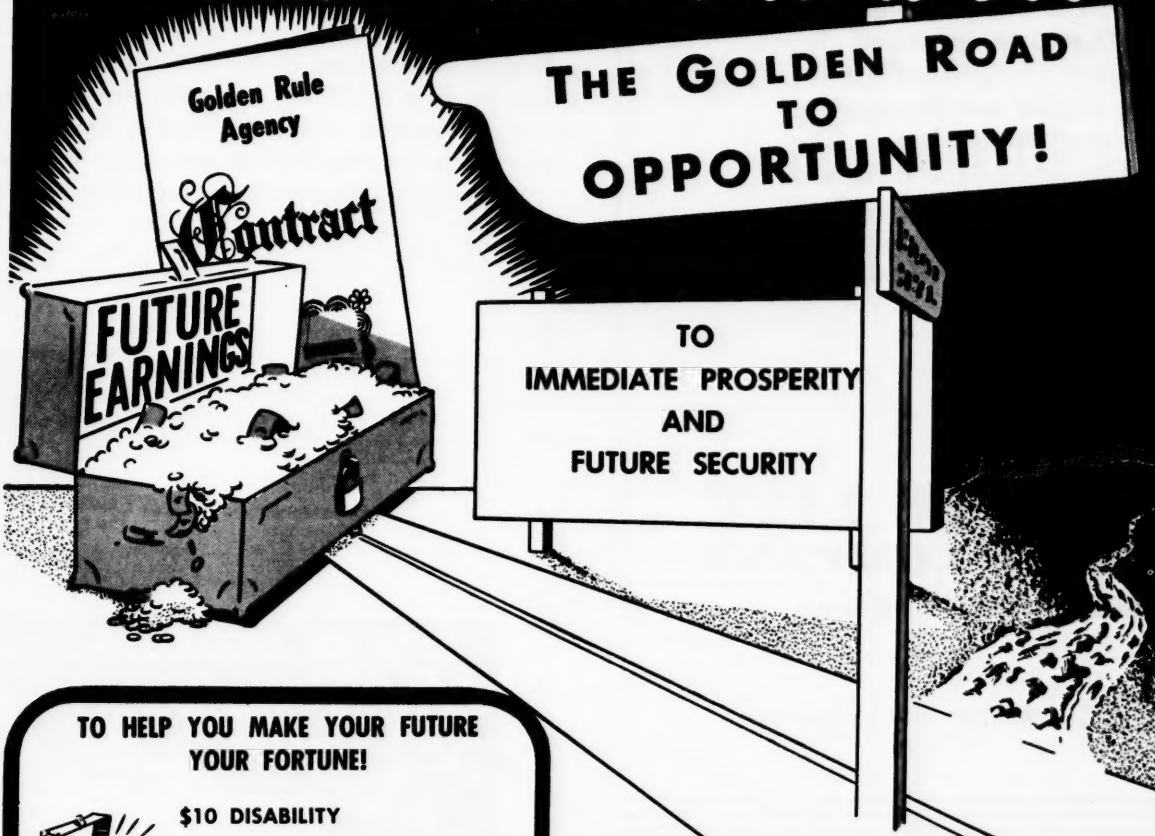


The NATIONAL UNDERWRITER

Life Insurance Edition

MR. AGENCY BUILDER— *Which road will it be?*



TO HELP YOU MAKE YOUR FUTURE YOUR FORTUNE!



\$10 DISABILITY

What everyone wants! Offered on Preferred Risk and Independence Guarantor Policies. Gives you an edge on competition.



DIRECT MAIL

Extensive—field-tested—Direct Mail help. Leads developed and preconditioned. Salesmen label it the "GOLD-EN" Direct Mail Plan.



NON-CONTRIBUTORY PENSION

Up to \$400 per month Lifetime Guarantee of Renewal Income. Plus—Commissions and Bonus on any insurance you write!



ACCUMULATOR

New! Most talked about plan in America today. Instant appeal to all prospects. Typical of other equally attractive "income-boosting" sales plans.

TERRITORIES:

Opportunities open in: California, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Ohio, Pennsylvania, Texas, Virginia, Washington, D. C., West Virginia, and North Carolina.

ATTRACT STRONG MEN

HOLD and REWARD YOUR BETTER MEN WITH

1. Liberal 1st Year Commissions and Production Bonus.
2. Vested Renewals and Non-Contributing Pension Plan.
3. Substantial Rewards to Your Agents for Helping You Build!

MAKING YOUR FUTURE YOUR FORTUNE

Write today for Details of the Agency Plan
Inquiries held in strict confidence.

**The COLUMBUS MUTUAL
LIFE INSURANCE COMPANY**
Columbus 16, Ohio

CARL MITCHELTREE, Pres., BEN F. HADLEY, Supt. of Agencies

FRIDAY, AUGUST 25, 1950

Fifty-Sixth Year of Dependable Service

★ The State Life Insurance Company has paid \$168,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$73,500,000 in Assets for their benefit . . . Policies in force number 102,000 and Insurance in force is over \$209,000,000 . . . The State Life offers General Agency Opportunities — with liberal contract, and up-to-date training and service facilities — for those qualified.



THE STATE LIFE INSURANCE COMPANY

Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

SUN LIFE of CANADA

BRANCH OFFICE AND AGENCY SERVICE THROUGHOUT THE NORTH AMERICAN CONTINENT

I HAVE FOUND THAT...



PAN-AMERICAN AGENTS GIVE THE BEST

Service

Pan-American Agents have a real desire to serve their clients. What's more . . . they're armed with competitive merchandise, flexible underwriting, sales aids . . . all giving them a better chance at success. By careful selection and training of its representatives, Pan-American's clients are served only by men and women thoroughly competent—trained to give intelligent insurance counsel. Their desire to serve is intensified by a plan for compensation which gives greater recognition to those who perform their work exceptionally well and render outstanding service.



For Information Address:
CHARLES J. MESMAN
Superintendent of Agencies

CRAWFORD H. ELLIS
President

EDWARD G. SIMMONS
Executive Vice President

KENNETH D. HAMER
Vice President & Agency Director

PAN-AMERICAN
LIFE INSURANCE CO.
NEW ORLEANS, U. S. A.



Making Molehills...

out of mountains is old stuff in North Carolina, where the Great Smokies plow the clouds and venturesome Tarheels know it takes only one easy step at a time to reach the top of the tallest peak.

Carolínians long ago learned it is the same story in protecting their families . . . life insurance does the big job in easy steps.

Today some 95 LIFE OF GEORGIA men and women . . . Tarheels all . . . are helping North Carolina families come out on top!



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11,000 Insured Pensions Cover Nearly 3 Million

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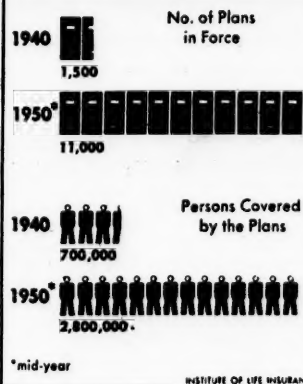
More than 11,000 insured pension plans, covering 2,800,000 workers, were in force with life insurance companies by the middle of this year, the Institute of Life Insurance has determined from a survey of 197 U. S. and Canadian life insurance companies.

Annual retirement income to be provided under these plans is expected to be in excess of \$1,000,000,000 and to back this up \$4,500,000,000 already has been put into life company reserves.

The number of plans has increased seven-fold in the past 10 years from 1,500 in 1940 and the number of workers covered has quadrupled from 700,000. During the first six months of this year, new pension plans were being set up at the rate of 60 per month, with over 200,000 persons being brought under pension protection in the half year.

During the war years insured pensions doubled in number of persons

Insured Pension Plans Up 7 Times in 10 Years



covered. In the years since the end of the war, they have almost doubled again.

The greater number of plans was on the individual policy pension trust basis, more than 7,250 such trusts being in force. They averaged only about 65 persons per plan, making the total covered 450,000. This reflected the popularity of the individual policy plan among small employers. In 1940 there had been only 420 such plans in force, then covering some 15,000 persons, the Institute avers.

The largest number of workers was covered by group annuities, nearly 2,300 such contracts setting up pension programs for 2,000,000 workers. The average group covered by the group plans was 900. In 1940, group annuity contracts numbered 770 and covered 575,000 workers.

Deposit administration group annuity plans averaged over 2,000 persons per group. At mid-year, 70 such

July Sales Well Over \$2 Billion; Increase Is 39%

Life insurance sales in the U.S. in July showed an increase of \$647 million over the corresponding month of last year, according to L.I.A.M.A. Total sales were \$2,304,000,000, a rise of 39% over the \$1,657,000,000 in July of last year.

Sales of ordinary life were \$1,404,000,000, up 24%. Industrial amounted to \$392 million, an increase of 10%. Group life sales were \$508 million, an increase of 199%. These represent new groups set up and do not include additions of insured personnel under group contracts already in force.

In the first seven months of the year total sales were \$15,521,000,000, an increase of \$2,505,000,000, or 19% over the same period of 1949. Ordinary accounted for \$9,480,000,000 of the aggregate, an increase of 11%. Industrial sales represented \$3,072,000,000, up 11% while group amounted to \$2,969,000,000, an increase of 76%.

Truman Urged to Sign Bill Despite Objections

WASHINGTON — Congressional Democratic leaders are urging signature of the social security bill upon President Truman, who is represented as undecided whether to sign or veto on account of the Knowland amendment on unemployment compensation. Leaders advise the President to sign but denounce that provision. If he vetoes, they say, Congress would either pass the bill over the veto or let it die for this session.

Equitable Buys S. F. Site

SAN FRANCISCO — Equitable Society has purchased a 20,000 square-foot lot in downtown San Francisco at the corner of Montgomery and Sutter streets. This lot, which is considered one of the most valuable pieces of property in California, consists of more than 20,000 square feet and was purchased from the heirs of Joseph A. Donohoe, pioneer California banker.

The company has drawn up plans for a 15 story building, but emphasizes that the plans are tentative and are not for a Pacific Coast home office. It is understood that the sale price was in the neighborhood of \$1,500,000.

plans were in force, covering 150,000 workers. This represented a rise in the first half of the year of 70% in number of such plans.

There were 1,400 insured pension plans of other types in force, providing pensions for 200,000 persons.

While the amount of retirement income to be provided by the insured pension plans in force at the start of this year was known to be in excess of \$1,100,000,000 per year, the eventual income under these plans will be much larger. The exact amount cannot be determined, as group annuities are reported on the basis of income provided by premiums to date, the other pension plans reporting total income at normal retirement age. The group annuities alone have set up annual income of \$300,000,000 to date and under most of these plans each year's additional premiums represents a fully paid up pension unit. The income to be provided at normal retirement date under the other plans amounts to \$675,000,000.

DISPENSES WITH AGENTS Insurance-Savings Plan Instituted by Bank of America

SAN FRANCISCO — California's Bank of America has introduced a new combination of savings and life insurance called "Life Insured Saving Plan" which enables depositors to purchase life insurance directly from a teller with no agent involved. The California department has approved the plan.

E. A. Mattison, executive vice-president, instituted the plan. It will be available to persons up to 46 years of age in denominations from \$100 to \$1,000 with corresponding deposits of from \$2 to \$20 over a period of 50 months.

In principle the plan works like this: A customer who agrees to deposit \$2 a month is given a group insurance policy of \$100 and the bank pays the premium as long as deposits are made on time. If the deposit date is not met, the bank deducts the insurance premium, which Mattison said will be 1/2 of 1% of the unpaid balance and much less than the interest. The LISA accounts draw the current interest rate, now 1 1/2% per annum.

The customer depositing \$5 a month is insured for \$250; \$10 for \$500; \$20 for \$1,000—always on the unpaid balance until he achieves his savings goal. Should the depositor die prior to reaching his goal, a beneficiary of his choice would receive the full amount.

Depositors will not be required to take physical examinations to qualify, but will be required to sign statements that they are in good health. Withdrawals may be made, but in that case, the insurance feature is cancelled and the depositor pays the premium.

Mattison said that a test of the plan has been in progress in Humboldt and Del Norte counties. Seven branches, he said, hold 1% of Bank of America's savings accounts, and in the first week 352 accounts were established. "At this rate, there is a potential in California of 1,560,000 customers for the plan," Mattison said.

Agents' reaction to the plan was electric and articulate, and expressions run the gamut from "How come?" to "it ain't cricket." One agent said, "This definitely looks like savings bank insurance to me. If it isn't, it is most assuredly the wedge in the door for it."

No comment was forthcoming from the officers of California Assn. of Life Underwriters, but one member of that group pointed out that historically the association was opposed to this type of coverage, and it could be expected that the group would take a stand of some nature.

Second Robbery in 4 Months

For the second time in four months, burglars recently stole a safe from the American National office at St. Louis.

About four months ago, burglars carried off a 600-pound safe containing \$818 in cash and some \$3,000 in non-negotiable bonds. The safe and its contents were later recovered when the safe fell out of the trunk of an automobile. A larger and heavier one was purchased.

Recently, burglars stole the new safe, which contained \$150. A limit had been placed on the amount of cash to be kept in the safe overnight.

Val. L. Schoental has been appointed a securities analyst in the Iowa department. He was appointed to fill the gap created by the resignation of Vernon Grant, Jr.

NALU Stars Hoyer, Brand, Langston, McKoy and Wasson

**Sales Experts for
Seminar; Women's
QMDRT Plans Complete**

Life insurance agents who have been named to address the national sales seminar at the N.A.L.U. annual convention in Washington are Fred Brand, Jr., Connecticut Mutual, Pittsburgh; William B. Hoyer, John Hancock, Columbus, O.; Lonnie Langston, Southwestern Life, Dallas; Edwin N. McKoy, Metropolitan, Newman, Ga., and Norma Wasson, Phoenix Mutual, Kansas City. The speakers were selected by the program chairman, Arthur F. Priebe, Penn Mutual, Rockford, from hundreds of recommendations submitted by N.A.L.U. members across the country.

The sales seminar, which is scheduled for Thursday morning, Sept. 28, has been the best attended session of the last four N.A.L.U. conventions.

The background of the speakers selected makes it apparent that this will be one of the most stimulating programs so far staged.

Mr. Brand is a life and qualifying member of the Million Dollar Round Table. He has been with Connecticut Mutual for nearly 17 years and since 1938 has finished among the top four leading field men of the company. Just after release from the navy in 1946 he hit the jack pot with \$2,700,000 in paid-for business.

Mr. Hoyer is another navy man who has been in insurance since 1938 with John Hancock following completion of work at Ohio State and University of Pennsylvania business school. He is president of the Columbus association, president of the John Hancock national chapter of C.L.U. and past president of the Columbus C.L.U.

Professor Turned Salesman

Mr. Langston was a college professor of mathematics and insurance from 1928 to 1937 when he joined Aetna Life as an agent, ranking 21st in his company in his first year. He became a C.L.U. in 1941 and in that same year joined Southwestern Life. He has won the National Quality Award for five consecutive years, was president of the Southwestern Life Club in 1947 and is a life and qualifying member of M.D.R.T.

Mr. McKoy is one of those men who has proved that the fellow on the debit can sell plenty of ordinary and A. & H. He has been with the Metropolitan at Newman since 1940 and has qualified for the President's Club and all other honor clubs of his company since then.

Miss Wasson is living proof that women agents are just as good as their male counterparts, if not better. She has been with Phoenix Mutual at Kansas City since 1942 and since then has been a member of her company's President's Field Staff each year, has qualified as a member of the Women's Quarter Million Dollar Round Table each year, has won the N.Q.A. for five consecutive years and is a member of the Missouri Leaders Round Table. She has served as chairman of the

(CONTINUED ON PAGE 6)

TEST SUIT ON**Fight Col. Tax on Dividends Used for Paid-Up Additions**

NEW YORK — An approaching court battle, in Colorado is being awaited with much interest here. The contest involves the application of that state's 2% premium tax law to dividends which are applied to provide paid-up addition.

It is feared that a precedent may be set for other states which have similar statutes and where the matter has not been adjudicated if Colorado is successful in forcing Prudential, the plaintiff, and other companies similarly situated, to pay a tax on such dividends. It could conceivably result, according to insurance executives, in an additional tax burden of many hundreds of thousands of dollars in premium taxes.

Attempts by other states to collect such a tax have so far been successfully opposed by the companies.

Colorado's Commissioner Kavanaugh contends that dividends applied for paid-up additions are premiums and as such are taxable. The companies position is that the dividends arise from premiums on which taxes have already been paid. Payment, therefore, they contend, would constitute double taxation.

Prudential paid upwards of \$175,000 for 1949 premium taxes to Colorado on the basis of contract premiums.

The suit brought by Prudential and on behalf of 38 other companies petitions the court to interpret the law, also to order the commissioner to issue certificates of authority, which thus far have been withheld. Further, the court is asked to enjoin the commissioner from imposing a \$25 a day penalty for non-payment of the disputed tax.

Prudential points out that it and the other defendants will be "irreparably injured and damaged" in the event the tax is imposed and certificate denied.

The trial date is expected to be set for October in Denver district court.

U. of Wisconsin Issues Useful Welfare Plan Resume

The University of Wisconsin commerce school has issued a 129-page lithographed book on insured pension and welfare plans which is an exhaustive study of policy provisions of both life and casualty plans together with thorough explanations of such items as employer cost, dividends, negotiations, underwriting and administration. The book which is by Robert E. Larson and edited by W. D. Knight, director of the bureau of business research, is designed as a bulletin for the use of Wisconsin employers and contains a description of statutory requirements in that state, but its usefulness would not be limited to Wisconsin because of the general nature of most of its contents. It is written in layman's language and is such a thorough description of pension and group plans that it would be of aid to employers anywhere and of particular service to insurance producers or students as a reference or a text.

The report sells for \$1.10 per copy prepaid. It is available at the Bureau of Business Research & Service, Sterling Hall, University of Wisconsin, Madison.

Guion New Indiana Head

Harry J. Guion, Business Men's Assurance, has been elected president of Indiana Assn. of A. & H. Underwriters. The new vice-president is Chester C. Elson, Mutual Benefit H. & A. Wendell C. Taylor, Taylor Publishing Co., was reelected secretary-treasurer.

Life Premiums 3 1-4% of U. S. Income

American families are expected to put \$7.1 billion into life insurance and annuities during 1950, some 80% greater than in 1940, but this year's premiums will represent a materially smaller share of family income than 10 years ago, according to the Institute of Life Insurance.

This will be \$3.2 billion greater than in 1940, yet on the basis of present income trends, this greater volume of premium payments will probably represent only about 3.25% of national income this year, compared with 4.9% in 1940.

Reflects Rising Ownership

The rise in premium payments reflects the increased ownership of life insurance in the past 10 years. Due to shifts in buying trends, with group life insurance and such policies as family income and term plans increased, the total owned by American families has risen more rapidly than the premium figures indicate. Life insurance outstanding today is 90% greater than 10 years ago and annuity premiums have doubled, while the premium aggregate has risen 80%.

Complete Ore. Curriculum

University of Oregon school of business administration has completed its new curriculum in both the property-casualty and life fields. The university for two years consulted with a special committee of the Oregon Assn. of Insurance Agents, headed by J. Don Smith of Eugene.

The courses will enable a student to sit for either the C.P.C.U. or C.L.U. examinations. The association is soliciting

the cooperation of company representatives in preparation of seminars to supplement the theoretical material with practical information.

Hits Inflation as Biggest U. S. Danger

Ralph R. Lounsbury, president of Bankers National Life, stated in a recent letter to company employees that the greatest of the dangers facing the United States today is inflation. Its great danger, he said, comes from the fact that its first appearance and its first effects seem attractive and harmless. That is, the public enjoys rising prices and higher wages.

Commenting on the fact that inflation weakens the productive system and impairs both economic and military power, he quoted a statement by 65 American economists. It advocated increased taxes "to cover the rise in expenditure fully and to balance the budget, adequate control powers over consumer and construction finance, payment of expenses out of income instead of the printing press and monetary restraint on civilian consumption."

He commended the current institutional advertising campaign of the life companies on the subject.

"The Commies would like nothing better than that we destroy ourselves by letting inflation destroy the value of our currency," he said.

Stiffen N. H. Agents' Exams

Examinations for agents' licenses in New Hampshire will be made more difficult after Sept. 1. The new passing mark for all tests, including life and A. & H., will be 75. The current average is 72-74. Prospects will need to be thoroughly grounded in fundamentals in order to qualify for licenses.

May Erect, Rent Public Buildings

Two life companies have given a favorable reception to the suggestion that insurance companies and other large investment organizations build schools, hospitals and other public buildings to be rented by cities, counties and other government units, thus sparing the latter large capital outlays.

Thomas I. Parkinson, president of Equitable Society, stated that his company already is negotiating with the state of Pennsylvania to erect an office building for it on a long term lease basis, and wherever there are no legal obstacles his company would be glad to consider the construction of other public buildings.

Mr. Parkinson said that, in the case of such structures as schools, Equitable also probably would be willing to have such buildings revert to the municipality or other government unit after the company's investment had been fully amortized.

He indicated that Equitable would probably be satisfied with a net return in the neighborhood of 3½%, plus 2% amortization.

May Avoid Debt Curbs

With many municipalities confronted with debt limitations, and bond issues often voted down, the construction and lease financing might open the way for many governing bodies to proceed with programs for new schools, hospitals and other facilities required to meet large increases in population and to replace obsolete structures.

Charles R. Van Anden, vice-president in charge of real estate and mortgages of New York Life, also agreed that the suggestion was a feasible one and said that corporation counsel and attorneys-general from several states had discussed it with him from time to time.

He also pointed out that the federal government itself had made an approach to the problem of having private capital ease the burden of government construction expenditures in the new section VIII of the national housing act. This provides FHA insurance for rental housing accommodations erected by private builders on land leased from the government at military establishments.

Pacific National Life Has War Clause of New Type

Pacific National Life has worked out a war and aviation clause which is being submitted to the insurance departments of the states where it is admitted. The theory of the clause is to pay war claims in full if the over-all mortality of the company does not exceed 110% of the average mortality for the preceding 5-year period.

If the over-all mortality of the company is 20% or more greater than the 5-year average, the liability of the company will be limited to return of premiums or reserves, whichever is greater. If the over-all mortality falls between 110% and 120%, the payment under the policy will be on a proportionate basis.

1950 Insurance Cyclopedic Out

The 1950 edition of the Cyclopedic of Insurance in the U. S. is now being mailed to subscribers by Index Publishing Co., 123 William street, New York City. The price is \$5.75. It is edited by G. Reid Mackay.

The book has more than 1170 pages and contains a vast amount of historical and financial data about all types of insurers; purposes, officers, etc., of all insurance organizations; definitions of all insurance coverages and other valuable information; complete text of Supreme Court decisions bearing on state regulation of insurance, and biographical sketches of many men prominent in the business.

**Estate Engineers**

The most outstanding characteristics of any engineer are the plan and precision with which he builds his product.

Consider, for example, an engineer who plans and executes his design for a bridge or a skyscraper . . . he follows a plan . . . that is minutely precise, each part fitting perfectly with the next, until the finished product completely fulfills the original plan. But not only with skyscrapers and bridges . . . even an object as small as a lock in a door, or a spring in a clock demand and receive that same plan and precision.

Now consider the life underwriter and you'll find that he is no less an engineer: his product is "estates" and whether the estate he builds be a large or small one, he knows that its construction will not allow for haphazard planning or functioning of the individual parts. The finished product of his blueprint is the security which he can open to his prospect.

Insurance in force July 1, 1950 — \$451,618,665

COMMONWEALTH
LIFE INSURANCE COMPANY
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Program Given for L.O.M.A. Meet at Toronto Sept. 25-27

The 27th annual convention of Life Office Management Assn. will be held Sept. 25-27 at the Royal York hotel, Toronto.

The program follows:

Sept. 25, Morning

Session chairman: W. J. ADAMS, president, L.O.M.A.

Registration

Welcome by E. G. Baker, president, Canada Life.

Presidential address, W. J. Adams, president, L.O.M.A. and secretary Canada Life.

"Motivating Office Workers," Dr. J. D. M. Griffin, medical director, Canadian Mental Health Assn.

"Current and Probable Trends in Personnel Administration," H. L. Rhoades, 3rd vice-president and personnel officer, Metropolitan Life.

Group luncheon. Address: "Organizing and Establishing a Regional Head Office," Robert M. Green, vice-president in charge of Canadian operations of Prudential.

Afternoon Session

"Fast Reading and Comprehension Technique," Dr. Samuel Renshaw, professor of experimental psychology Ohio State University.

"Simplified Optional Settlement Procedures," Warren T. Blease, secretary, Connecticut Mutual Life.

"Relationship of L.O.M.A. Cost Work to Industry's Need for Cost Analysis," chairman, Russell Wetmore, assistant comptroller, Mutual Life of New York.

"Dividend Costs," C. W. Adamson, assistant secretary, Northwestern Mutual Life.

"Personnel Costs," L. J. Danzinger, assistant vice-president Bankers Life of Iowa.

"Policy Loan Costs," E. T. Helsel, assistant auditor, Equitable Society.

"Cost Ratios," J. Price Murphy, assistant treasurer, Equitable of Iowa.

Reception, Banquet and Entertainment.

Sept. 26, Morning

"Our Women Supervisors and Technicians," George E. Johnson, vice-president and secretary, Teachers Insurance & Annuity.

"Review of the Activities of the L.O.M.A. Personnel Administration Committee," P. W. Stewart, committee chairman and personnel director, Prudential.

"Management Training of Non-titled Selected Personnel," James Greenwood, personnel manager, Massachusetts Mutual Life.

"Personnel Administration in the Small Company," Henry E. Thomas, 1st vice-president, Shenandoah Life.

Business Session. Presentation of fellowship diplomas.

Group Luncheon.

Special Showing of Bell Telephone Personnel Films, "The Truth About Angela Jones" and "Orchids for Peggy."

Sept. 26, Afternoon

Special demonstrations: exhibit of office machinery and equipment; visit to home offices of Toronto member companies.

INDUSTRIAL SEMINAR — General chairman: A. W. ANDERSON, assistant secretary London Life.

Session chairman: E. A. ROSELENE, assistant general manager industrial policy department, Prudential.

"District Office Manual," Adolph D. Cohn, vice-president and secretary, Sun Life, Maryland.

"A Training Guide for District Office Clerical Personnel," William R. Reule, staff supervisor, Metropolitan Life.

Industrial Insurance Office Methods and Procedures Forum, chairman, Joseph Hahn, assistant general manager agencies service department, Prudential.

"Methods of Handling Counter Payments," Joseph P. Hanly, supervisor administrative division, industrial department, National L. & A.

"Methods of Handling Premium Refunds," Francis J. Pinque, vice-president and comptroller Colonial Life.

"Methods of Handling Agents' Collections," Leonard Mosele, secretary and comptroller American National.

"Accounting Reports to Home Office," W. C. Henderson, inspector of branch offices, London Life.

A. & H. SEMINAR. Chairman: L. W. KIMMERLE, assistant vice-president, North American L. & C.

"Processing of New A. & H. and Hospital Business," L. D. Ramsey, vice-president and comptroller Business Men's Assurance; S. W. Johnson, controller Union Mutual Life; E. K. Miller, chief A. & H. underwriter, Reliance Life, and R. C. Neuhaus, 2nd vice-president, Washington National.

Informal Reception — 1950 L.O.M.A.I. fellows will be guests of educational council, officers and directors.

Sept. 27, Morning

Session chairman: J. T. BRYDEN, assistant general manager North American Life of Canada.

"Possible Repercussions of an All-Out

War on Home Office Operations," Malvin E. Davis, actuary, Metropolitan Life.

"Organizing and Operating a Central Stenographic Service," Mrs. Lily Cropper, chief clerk, stenographic department, Sun Life of Canada.

Panel Presentation: Canadian Office Planning and Equipment Committee, chairman, Morgan S. Crockford, secretary Excelsior Life; "Planning Your Home Office Building Including Extension of Existing Facilities," J. E. Smart, assistant secretary Confederation Life; Orville Eadie, supervisor planning division London Life; S. E. Brock, assistant managing director Industrial Life and H. J. Stowe, comptroller Manufacturers Life.

"Office Economics," E. S. Reid, assistant secretary Dominion Life; H. E. Power, assistant general manager and secretary, Equitable Life of Canada; W. R. Jolley, assistant secretary Crown Life; J. C. Smith, assistant secretary Imperial Life, and H. L. Hart, planning and costs assistant Canada Life.

Three War Clauses Added in Canada

North American Life of Toronto, London Life and Great-West Life have added results clauses with aviation riders to their contracts.

The North American clause will affect those 15 to 36 and will apply to those in the armed services or those likely to be called.

Great-West's clause will cover the bracket from 15 to 35 and will involve all those in service, being effective outside of continental North America.

S.M.U. Schedule Announced

The 1950-51 class schedule of the Southern Methodist course is: Basic 14, Sept. 18-Oct. 21; senior 12, Oct. 23-Nov. 25; senior 13, Nov. 27-Dec. 23; basic 15, Jan. 8-Feb. 10; advanced seminar, Feb. 19-March 3; Dallas seminars, March 5-March 31; basic 16, April 9-May 12; senior 14, May 14-June 16, and advanced seminar, June 18-June 30.

Provisions of HR 6000 Final Version Analyzed

WASHINGTON — Avoiding by a handful of votes the possibility of being sent back to conference for inclusion of total and permanent disability benefits, the social security revision measure finally got through both houses and by early this week was on President Truman's desk.

H.R. 6000 cleared its last big hurdle when the House last week rejected, though only by a margin of 188 to 185, a proposal that would have involved sending the bill back to the conference committee. That would have opened the way for Rep. Lynch of New York, conference committee chairman, to get the bill recommitted to the conference committee with instructions to restore the total and permanent disability provisions of the House version and kill the Senate's Knowland amendment, aimed at clipping the wings of the Secretary of Labor in administering state unemployment compensation systems. The House's vote to adopt the conference report was 374 to 1 and Senate approval, without a record vote, followed promptly.

Apparently the effort to have total and permanent disability provisions included in the bill has been completely abandoned. This and the Knowland amendment were the main reasons why the administration wanted the bill sent back to conference. However, when Rep. Dingell of Michigan introduced his bill to repeal the Knowland amendment he made no mention of the disability coverage.

Lump Sums for All

As H.R. 6000 was finally enacted it provides for a lump-sum death benefit for all insured workers equal to three times the primary insurance benefit. Under the old law, lump-sum death pay-

ments are made only where no monthly benefits are immediately payable. These are equal to six times the primary insurance benefit but the old P.I.B. is substantially smaller than under H.R. 6000.

While the lump-sum death benefit was opposed by life insurance people, it is believed that the practical effect, even on the increased H.R. 6000 scale of benefits, will not be too great. The new P.I.B. is double the old up to \$15 on the old scale but from there on up, the new benefit is always less than twice the old one. Also, it is estimated that lump-sum death payments have been made in more than two-thirds of deaths insured under OASI, so that the new plan of lump-sum death benefits for all who are insured should nowhere near double the number of such payments, even allowing for the increased scope of social security.

Age Requirement the Same

H.R. 600 makes no change in the age requirement for insured workers or their wives, which remains at 65, except that the wife need not be age 65 to receive benefits if there is a child under 18. Also, benefits are provided for dependent husbands age 65 or over. Dependent widowers age 65 or over may now receive benefits. The new law liberalizes some of the dependency and relationship requirements regarding children, especially in regard to dependency on married insured women.

As for qualifications for insured status, there is added as an alternative to the \$50 per quarter requirement for wages a provision that \$100 of self-employment income is required for a quarter of coverage. The requirement for fully insured status is the same as under the present law except that under the "new start" the quarters of coverage required need be only equal to half the quarters after 1950, instead of half the quarters after 1936. Thus, all who are now age 62 or more need have only six quarters of coverage. It does not apply to deaths prior to the effective date of the act, which is Jan. 1, 1951, except for benefit increases, for which it is September, 1950.

COMPUTING P.I.B.

In computing the primary insurance benefit, a "new start" average beginning after 1950 would be available for those with six quarters of coverage after 1950. For those with "new start" average wage, the monthly amount is 50% of the first \$100 of average wage plus 15% of the next \$200. For all others (including present beneficiaries and for those with "new start" if it produces a larger benefit) the benefit is computed under existing law (but with no 1% increase for years after 1950) and then increased by the conversion table, which provides an average increase of 77½%.

The following table illustrates these increases in primary benefits:

Old Law	H.R. 6000
\$10	\$20.00
15	30.00
20	37.00
25	46.50
30	54.00
35	59.20
40	64.00
45	68.50

Features of Bill

Besides bringing full-time life insurance salesmen under social security as employees, the final version of H.R. 6000 will:

Boost benefits on the average 77½% while maintaining the present 1½% payroll tax on employer and employee for the next three years. However, this will produce more income because the tax will be against the first \$3,600 of pay instead of the first \$3,000 as at present. Increase the tax to 2% on employer

RECIPE

The workers who organize Penn Mutual field conferences tell us they find that what the audience wants is sales ideas direct from the spring — the underwriter. The speakers have to be selected thoughtfully, not by lot, and should be briefed before they can perform the labor of analysis and preparation of what to say.

It is well to have an agreeable setting, with pleasant recreational additions, but these organizers have found how important it is to have the educational program well conceived and well planned, for it provides the essential part of the whole meeting.

Good speakers are essential and striking personalities are valuable. The timing has to be accurately clocked, the machinery of operation has to work smoothly. But the salt that brings out the flavor of a meeting is the spirit of the conference, and that to a large extent is provided by those unsung heroes, the people who work backstage in planning and in keeping everything in balance.

THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM

President

INDEPENDENCE SQUARE, PHILADELPHIA

and employe in 1954, 2½% in 1960, 3% in 1965 and 3¼% in 1970.

Raise the tax yield to more than \$3 billion as against the present \$2½ billion, while benefit payments rise to \$2.1 billion annually from the present \$800 million.

Provide voluntary coverage for employes of non-profit organizations if their agencies wish.

Earnings Limit Boosted

The former \$15 a month limit on earnings in covered employment is raised to \$50, with no limitation whatever after age 75.

In addition to full-time life insurance salesmen, H.R. 6000 extends social security coverage to the following groups:

1. Non-farm self-employed other than certain professions (physician, dentist, osteopath, chiropractor, optometrist, naturopath, Christian Science practitioner, veterinarian, funeral director, lawyer, ac-

countant, professional engineer, and architect).

2. State and local government employes on elective basis, except that those under an existing retirement system cannot be covered (unless state law providing for coordination was in effect on Jan. 1, 1950), and except for certain transit workers who are compulsorily covered.

3. Regularly employed non-farm domestic workers (based on 24 days of work and \$50 of cash wages during a quarter).

Agricultural Workers

4. Agricultural processing workers off the farm, and regularly employed farm workers (based on 60 full days of work and \$50 of cash wages during a quarter if the employe had continuous employment with the same employer during a preceding 3-month period).

5. Employes of non-profit institutions

covered on elective basis. Employer must elect coverage, and at least two-thirds of employes must concur in coverage. Then all employes concurring in coverage and all new employes are covered.

6. Federal employes not covered under retirement system other than those in very temporary or casual employment;

7. Americans employed by American employer outside the United States and employes on American aircraft outside the United States in same manner as on ships.

8. Employment in Puerto Rico and the Virgin Islands.

Employee Definition Broadened

9. Definition of "employee" broadened from strict common-law rule to include following groups as "employees": full-time wholesale salesmen; agent-drivers and commission drivers distributing meat, vegetable, or fruit products, bakery products, beverages (other than milk), or laundry or dry-cleaning services; industrial homeworkers earning at least \$50 during a quarter if subject to regulation under state law and working under specifications supplied by employer.

H.R. 6000 would make some changes in the benefits payable to dependents and survivors. For example, a child would still get one-half of the primary benefits except where the working members of the family have died, in which case the first child would get three-quarters of the primary benefit. A parent would get three-quarters of the primary benefit as against one-half under the old law.

Minimum Raised to \$25

Whereas the minimum primary benefit under the old law is \$10 the minimum would become \$25, unless the average monthly wage is less than \$35, in which case the benefit would be graded down to \$20 for average monthly wages of \$30 or less. The maximum family benefit has been \$85 or 80% of average wage or twice the primary benefit, whichever was least (but in no case less than \$20). Under H.R. 6000 the maximum would be \$150 or 80% of the average wage if less, but in no case less than \$40.

Veterans of the second war, including those who died in service, are given wage credits of \$160 for each month of military service in the war except that credit is not given if service is used for any other federal retirement system.

Zack Cravey Issues Warning

Zack D. Cravey, comptroller-general and insurance commissioner of Georgia, has issued a warning on unlicensed insurance.

Mr. Cravey stated that there is a disturbing increase in the number of fly-by-night unlicensed insurance companies in Georgia. These are increasing their contact with the people through advertising and the mail, and "it behooves me to warn our citizens against doing business with them."

People Have No Protection

"These fly-by-nighters and mail order outfits are operating without regard for the insurance laws of the state of Georgia," he declared. "As a result, the people who are taken in on their schemes have no protection because the state has no way to regulate them or to require them to live up to their contracts if they have no intention of doing so."

"On the other hand the qualified insurance companies who are licensed to do business in the state pay their fair share of the taxes and are governed by the state laws designed to protect the policyholders in Georgia."

"The best way for a person to get rooked is to do business with a company operating under the guise of offering the people a big opportunity, when in reality it might be nothing but a hoax."

A. & H. Assn. 1951 Convention Program Already Lined Up

The officers of Texas Assn. of A. & H. Underwriters met with the members of the executive committee at Austin to study the problems of membership and plans for the meeting of the International association to be held at Dallas next June.

Porter Bywaters, Employers Casualty, Dallas, immediate past president of the Texas association, presented the tentative program for the International association convention. This program is to be approved by the International association before it can be announced. W. D. Bacon, San Antonio, suggested that a session for managers and general agents be included in the program.

Mr. Bywaters also presented the tentative plans for the annual sales congresses to be held at San Antonio, Dec. 4; Houston, Dec. 5; Dallas, Dec. 6, and Wichita Falls, Dec. 7. He stated that in cooperation with the Oklahomans a sales congress also will be held at Oklahoma City Dec. 8. He said it is hoped that President John B. Lambert and Wesley Jones, executive secretary of the International association, will appear on the program. E. H. O'Connor, Insurance Economics Society, was suggested as a possible speaker, the other speaker to be from Texas.

O. D. Harlan, San Antonio, past president of the state association, paid tribute to the work of Emerson Davis, Inter-Ocean, Dallas, general chairman of the 1951 convention.

R. D. Penney, San Antonio, vice-president and chairman of the membership committee, said he was not in a position to give the necessary time to membership work. L. C. Woodham, Great American Reserve, Dallas, was elected membership chairman.

Will Rotate Committee Meetings

Emerson Davis suggested that the executive committee rotate meetings so that meetings may be held where the local association needs strengthening. It was decided that meetings will be held at Corpus Christi, Sept. 16; Waco, October; Abilene, November; Dallas, Dec. 6, in connection with the sales congress; Fort Worth, January; Lubbock, February, and Amarillo, March.

Mr. Davis also called attention to the threat of state compulsory sickness insurance programs. Louis George, Houston, Continental Casualty, spoke of the importance of cooperation with the medical profession.

Following the business session of the executive committee, a luncheon with Austin A. & H. salesmen as guests was held. Emerson Davis spoke on the value of an association in creating better relations between salesmen in the field and among agency managers and general agents. He also spoke of the threat of state legislation.

A temporary set of officers was announced for the Austin association: C. C. Martin, Great American Reserve, president; Buck Miller, American Hospital & Life, vice-president; Everett Davis, Western Reserve Life, secretary; Samuel Clements, Continental Casualty, executive committee chairman.

Foresees Pension Controls

WASHINGTON — Senator Morse, Oregon, foresees government control over union labor pension plans and welfare and insurance funds. He said public regulation of them is becoming necessary because many such plans provide for dovetailing into social security. Morse holds that unless industrial pension, welfare funds and others are public-regulated they will break down and the groups supposed to be protected by them will have to rely upon public assistance or social security.

Morse's statements were made at a Senate labor subcommittee hearing.



Agent-Rancher?

"...Sounds ridiculous. But that's exactly what I'm doing — selling insurance and ranching. For years I've wanted to live in the West—raise my family in clean, healthy, surroundings. Trouble was, how to get started?

"A month's trip showed us more country, more wealth and greater opportunities than we ever thought possible. Above all, we met friendly people...folks who knew how to live!

"After calling on a number of Insurance Companies, I selected Capital Life as the one that offered the most secure future. Today, we live in the suburbs of a medium size city in New Mexico. The family's health, my income, our NEW way of living—everything has improved far beyond our greatest expectations."

To qualified Field Underwriters and Agency Managers in search of a NEW way of life in scenic, healthful surroundings, our agency expansion program offers genuine economic security in most of the western states.

Write us for complete details.

THOMAS F. DALY II

Agency Director, Assistant to the President

The CAPITOL LIFE
INSURANCE COMPANY

CLARENCE J. DALY, President

HOME OFFICE, DENVER



EXCELLENT OPPORTUNITY

A Company with the personal touch—a ratebook full of policies you will enjoy selling.

Let us tell you more about our plans for greater expansion.

GENERAL AGENCY TERRITORY AVAILABLE
IN PENNSYLVANIA AND MARYLAND.

For information write to

ROBERT MERRIMAN, President

SCRANTON LIFE INSURANCE COMPANY
SCRANTON, PA.

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Projected Insurer Gets Boost

More than 200 attended the dinner at Chicago Friday that was given by M. A. Kern in furtherance of the organization of All-American Casualty. It was in the nature of a celebration of reaching the halfway point in the objective of selling one million shares of \$1 par value stock at \$2 per share. The group included a good number that had been associated with Mr. Kern in the old Alliance Life of Chicago, which was sold to Republic National Life, and included A. J. Schmidt, who was executive vice-president of Alliance.

Mr. Kern, in addressing the group, said that the insiders could have sold control of Alliance Life for \$7.50 a share, but he insisted that he would not approve any deal unless the same offer was made for all the stock and hence the Republic National offer was accepted which gave all stockholders \$6 per share. He said that he and his associates sold out because "you can't go broke taking a profit" and because it gave him an opportunity to organize a casualty company, and one that might eventually go into both fire and casualty business. This, he said, gives him and his brother, L. D. Kern, the opportunity to devote their entire time to the casualty and perhaps the fire business.

Mr. Kern said there has been pledged to the company \$2 million in premiums when it is ready to start underwriting. He indicated that the company might make quite a bid for reinsurance. Alliance Life was a factor in the reinsurance business. Mr. Kern said that he got interested in that line of activity when he saw the big difference between what Alliance Life paid out to its reinsurers and what it got back from them. Also he was impressed with the fact that a reinsurance operation can be conducted with the minimum in the way of manpower.

McCaffrey on Salesmanship

One of the speakers was John L. McCaffrey, president of International Harvester Co., who has known the Kerns for many years and who said that because they were honest and because they had a record of success in the insurance business, he was willing to appear on that occasion. Mr. McCaffrey went on to give some of his ideas about salesmanship. He said that success in insurance is due to its salesmen. They are what make insurance "tick."

Salesmen, he said, have to learn how to live by their wits. For the past 10 years there have been no salesmen. The art of real salesmanship has been lost. Too many salesmen, he declared, have run out of conversation and when they do that they are through. There is more business done after 5 p.m., he declared, than there is in the traditional working hours.

Calls Profit-Making Vital

Mr. McCaffrey said he would not want to work for a company that does not make a profit. He would not want to work for a company that did not have in mind the employee, the stockholder and the customer. When all are working together it is a successful company. Then he would insist that there be a need for the product. Can the salesman always go back to the same customer and sell him more?

There has never been a greater opportunity for a company that meets these tests, Mr. McCaffrey declared. He expressed the hope that All-American Casualty will be that kind of an institution.

Kern's Career Recalled

Another speaker was J. P. Frey, president of Lake Shore Bank of Chicago and president of Illinois Bankers Assn., who recalled that many years ago he got the account of the Kerns when M. A. Kern was head of the old Mutual Casualty at 731 Sheridan road, Chicago.

Mr. Frey recalled that Mr. Kern was born at Midland, Ind., then was located at Watseka, Ill., attended the University of Illinois, worked for Prudential at Omaha, organized U. S. National Life of Sioux Falls, S. D., then went to Chicago and formed Mutual Casualty and later Life & Casualty, which subsequently became Alliance Life.

Howard Mankin, manager of Excess Underwriters at Chicago, and Ray Matson of First National Bank of Chicago were the other speakers.

One of the leaders in organizing All-American is Cletis D. De Barry, who is a leading producer for Equitable Society at Chicago.

Announce Plans for H. O. Underwriters Meet

The annual meeting of the Institute of Home Office Underwriters, Nov. 1-3, at the Fontenelle hotel, Omaha, will open with presentation of formal papers, followed by committee reports. The afternoon will be devoted to panel discussion.

Next morning formal papers will again be presented, followed by the election of officers, and in the afternoon an industrial case clinic.

The morning of Nov. 3 the ordinary case clinic will be held. An executive

committee meeting will be held on the afternoon of Oct. 31. John T. Acree, Jr., president of Lincoln Income Life, will be general chairman of the meeting.

T. F. Casey Joins Eagles

CINCINNATI—Thomas F. Casey, formerly manager of the Employers Liability group at Kansas City, has joined the insurance department of the Eagles fraternal order here as manager of the F.O.E. insurance service. Mr. Casey joined the Kansas City office of Employers as a file clerk 14 years ago and had been manager there nine years.

STERLING SCORES AGAIN

COMPARE THESE RATES	
Preferred Risk	\$42.00
Standard Risk	\$50.40

... Sterling's new 5-year Accident, 1-year Sickness Policy pays full benefits for sickness, whether confining or not.

... Disability refers to Insured's own profession, business or occupation.

Here is modern, advanced insurance thinking with a realistic premium structure which means fast, easy sales combined with ample commissions.

STERLING's new "Z" POLICY pays full benefits for sickness disability—non-confining, as well as confining. It pays 5 years for accident, 1 year for sickness—which may be extended to two years coverage at small additional cost.

Aside from the normal 30-day effective date for sickness, THE ONLY WAITING PERIODS

IN THIS POLICY ARE FOR HEART TROUBLE AND SURGERY FOR FEMALE DISORDERS! THERE ARE NO OTHER WAITING PERIODS.

Standard unit of coverage \$100 per month, with \$1,000 accidental death. May be written up to \$400 per month... accidental death may be increased to \$10,000.

Here is a "best buy" for your most valued clients! Cash in on the profit opportunity that is now offered by STERLING's "Z" POLICY. Send for your specimen policy and full information today!

Write today in confidence to:

L. A. BRESKIN, President

STERLING INSURANCE CO.

1802 Sterling Building
Chicago 11, Illinois

TERRITORIES NOW OPEN for aggressive General Agents. If you are interested in quick and lasting success with Sterling's complete line of quality insurance, high commissions and strong home office cooperation—then write today!

COMPLETE PERSONAL INSURANCE COVERAGE

"REGISTERED
POLICY
PROTECTION"LIFE HEALTH
ACCIDENT
HOSPITALIZATION
MEDICAL and SURGICAL
REIMBURSEMENT
GROUP
FRANCHISE
BROKERAGE
REINSURANCEREPUBLIC NATIONAL LIFE
INSURANCE COMPANYTHEO. P. BEASLEY, President
HOME OFFICE DALLAS, TEXAS

Life Insurance in force exceeds \$300,000,000.00

IF YOU ARE THE RIGHT MAN
You will be glad you saw this ad

(We need a State Manager in Montana)

The sixty-six year old Franklin Life, operating in forty states, the District of Columbia and the Territory of Hawaii, with over \$850,000,000 insurance in force, is about to expand operations into another state — Montana. The man whom we select as State Manager must have an exceptional background. He must have a record of successful personal selling experience, together with demonstrated ability to organize, and to attract and handle successful men.

If you feel that you are the man we want, and are ambitious to earn more money than ever before in your life, write us in strict confidence, giving full information about yourself.

THE FRANKLIN LIFE INSURANCE COMPANY
Springfield, IllinoisOne of the 15 oldest legal reserve stock life insurance
companies in AmericaN.A.L.U. Feature
Speakers Listed

(CONTINUED FROM PAGE 1)

Kansas City women's division, is vice-chairman and executive committee member of the W.Q.M.D.R.T. and was chairman of the women's committee of N.A.L.U. last year. She is now vice-president of the Kansas City association and was a speaker at the women's session at the 1948 N.A.L.U. annual.

Quarter Millionaires Meet

Miss Wasson is scheduled to become chairman of the W.Q.M.D.R.T. next year. It has completed plans for its meeting at Washington on Sept. 26. Elsie Doyle, Union Central, Cincinnati, will preside as chairman at the meeting and the luncheon.

Speakers will include Ellen M. Putnam, National Life of Vermont, Rochester, N. Y.; Gertrude Anderson, Mutual Benefit Life, Minneapolis, and Irene Zigler, Pacific Mutual, Washington, D. C., who qualified for the round table in her first year in the business.

Emma McConnell, Volunteer State, Chattanooga, will present nominations for the executive committee, which will include Miss Wasson; Minna Hensley, Franklin Life, Salina, Kan., vice-chairman; Cecilia Howard, New York Life, Buffalo; Mary LaBella, Continental Assurance, Los Angeles, and Miss Boyle.

Lloyd Reception Speaker

The women's round table will hold its annual reception on the evening of Sept. 26 with its main speaker John A. Lloyd, vice-president of Union Central at Cincinnati. Many distinguished guests attending the convention and numerous home office officials will be present.

The annual round table meeting of the W.Q.M.D.R.T. will be held on Thursday afternoon, Sept. 28. Featured will be Harriet Horton, Occidental of California, Cheyenne; Miss Howard; a one act skit starring the Misses Wasson and LaBella and Herbert A. Hedges, Equitable of Iowa, Kansas City; a speech on partnership insurance by H. P. Gravengard of The National Underwriter Co.

Orton L.U.T.C. Speaker

Speaker for the first annual luncheon meeting of the life underwriter training council to be held on Tuesday, Sept. 26, at Washington, will be Dwayne Orton, director of education for International Business Machines Corp., speaking on "The Interdependence of Business and Education." Mr. Orton is a former college president who has been in his present post since 1942 heading the world-wide department of education of I.B.M. which ministers to thousands of students.

Midland Mutual Doesn't
Find War Clause Necessary

In the Aug. 18 edition of THE NATIONAL UNDERWRITER it was stated erroneously that Midland Mutual Life is applying a war clause on policies to those in the armed forces or the National Guard. A letter from C. O. Sullivan, executive vice-president, explains that, while the company has submitted a war clause to various insurance departments for approval, it has not begun to attach the clause to any new policies. Mr. Sullivan writes:

"We recently warned our agency force that we might limit the amount or plan in any case which appeared to be speculative. We have had no particular difficulty as yet in handling the situation on an individual basis. We hope that the use of war clauses can be avoided, but if it is necessary to use them, we believe they should be attached to all policies issued rather than to a selected group."

Group Producers
Note First Signs
of War ActivityCompany Staffs Up
to Ears with Busy
Summer's Gleanings

There has been little of the usual slack in employee benefit sales this summer, and many a group man has gone vacationless because of the pressure of the work which has to be done. Because group insurance sales are generally long-range cumulative negotiations, there is usually considerable lag between the time the insurance producer makes his initial overtures and the time the case is sold. So this summer has witnessed the ripening of a number of cases on which negotiations were initiated months ago in times of tremendous civilian production and prosperity.

For this reason, company group insurance men are still working on pre-Korean cases and if there is a war on their business activities would give them little clue to it.

It is the personal producers up ahead who see the effects of the first stirrings of war preparation upon the employee benefit field. For some of these salesmen, the industrial mobilization blueprints have brought a certain grief. Some have reported that employers are too busy battling material shortages and fighting for war orders to give much consideration to such matters as group insurance and pensions. Union members, with the prospect or the actuality of considerable overtime work from defense projects, have at least temporarily relaxed demands for group insurance or pensions in some cases.

Few in War Work Yet

Insurance salesmen find few firms actually engaged in direct war production, but there are very few fields in manufacturing which have not been affected by talk of war mobilization. Shortages or threats of shortages of material have seemed to multiply over night. One salesman had been developing a group case on a bottling cap manufacturer whose business had been mediocre in the past few months. Came the Korean war and the bottling cap manufacturer almost immediately found it more difficult to get the comparatively small amounts of steel which are used in bottling caps. On the other hand, he was faced with a rush of orders from customers who were looking ahead and were afraid of such a shortage. He has been working full blast day and night to meet these orders. He has had no time to think about employee benefits, nor have his busy workers or their union representatives been pushing him for them since the outbreak of war.

On the smaller group cases which make up the bread and butter of the business, salesmen are finding it difficult to get in touch with executives of potential insured firms. Many a small manufacturing plant, for example, has got its top talent shuttling between the Pentagon and other Washington offices looking for war orders to enable them to keep going in case shortages and material allocations cut down their roles in civilian production.

This sort of frenetic activity will be reflected in group insurance sales and in the work of the company group men a few months from now. Right now the busy group men are only beginning to think of the many problems that may face the business in wartime, localized or full scale. They foresee problems of worsening experience as older and less

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skilled workers are hired in greater numbers by mobilized industry. They see the problems of war clauses in group insurance policies which are continued on service men. There are the possibilities just touched upon at the recent meeting of the insurance commissioners' committee on war clauses that large group insurance concentrations may be in danger of bombing. Some sort of war clause may have to be devised for civilian group policies or some arrangement made for government or industry pooling reinsurance in the case of air attacks on U. S. industry.

But one thing the group insurance people do not see is any diminishing in sales. In fact, judging by the experience of the last war, they believe that the employe benefit business would continue to increase in any sort of war. They feel that the role of group insurance company men and of the salesmen on commission will increase in importance and leave this highly specialized field most important in maintaining the economic and hence the military welfare of the American worker and nation.

Big, Untapped Life Market Exists: Hale

There is a tremendous market awaiting needed life insurance coverage in the United States, Stanton G. Hale, vice-president and manager of agencies of Mutual Life, said at a business and educational conference of the southern division of the National Field Club, company honor group, at Washington, D. C.

Mr. Hale remarked that the world is rapidly changing and what were luxuries 25 years ago may be essentials today. A life insurance program mapped out even 10 years ago is not adequate at substantially higher cost of living levels, nor in terms of higher real incomes today and tomorrow, he added. Especially is this so when the increased rate of family formation during this 10 year period is considered.

Pointing out that from 1940 to 1950 real income per family rose 25%, but real insurance coverage per family declined 8%, Mr. Hale said it would take \$19 billion of additional life insurance just to restore the coverage per family to the 1940 level.

Little Put in Premiums

Among persons earning \$7,500 and more a year, one-third of them are putting only 2% or less of their income into premiums for life insurance, Mr. Hale stated. Among persons earning between \$3,000 and \$7,500, 40% are paying less than \$100 in premiums, he said.

Growing social security benefits are of significant interest to agents, Mr. Hale said, because 10 million more persons can be expected to be covered under it and at least half of them are self-employed business men. These prospects will welcome the opportunity to learn about their new-found benefits and to coordinate them with private life insurance. All told, about 45 million people can be expected to be under the social security program, presenting, he said, a large market for the pioneering salesman.

He stressed, however, that the agent who would meet these growing opportunities most successfully would be the man who strives constantly for perfection in the sales presentation, and who is complete master of his working hours.

Protective Life Congress

More than 100 agents attended the annual sales congress of Protective Life in Birmingham. Presiding at business sessions were William J. Rushton, president; Alex C. Wellman, vice-president; Charles B. Barksdale, superintendent of agencies; Leighton A. Beers, agency manager; John A. Ferguson, agency secretary; Leroy E. Kerr, and James H. Stevens, supervisors of

agencies. The company sponsors expense-paid trips for the leading agents each year, alternating business meetings with vacation trips.

HITS PRESENT SETUP

Wyman Not to Run Again for NALU Trustee

Silas D. Wyman, Equitable Society, Boston, has announced that he will not be a candidate for reelection as trustee of the National Assn. of Life Underwriters.

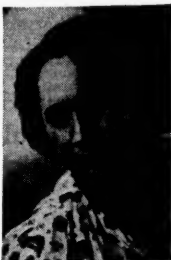
In his letter to L. Mortimer Buckley, New England Mutual, Dallas, chairman of the nominating committee, Mr. Wyman severely criticized N.A.L.U.'s present setup and its agreement with the NLRB not to bargain collectively, saying that agents will never overcome their difficulties through any organization that contains general agents and managers. He said that until ordinary agents have their own organization "they will have no voice in their own destiny and will not obtain a square deal from their employers."



S. D. Wyman

Trustee Candidate

Eunice C. Bush, Mutual Life, Baton Rouge, has announced her candidacy for trustee of National Assn. of Life Underwriters. Mrs. Bush has been a member of the Women's Quarter Million Dollar Round Table since 1938 and was chairman of that group in 1945-46. She is currently vice-president of the women's division of the National Field Club, honor organization of leading agents of Mutual Life.



Eunice C. Bush

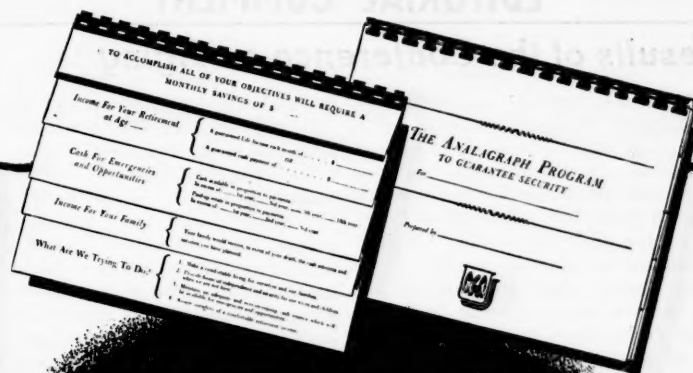
Add to Conference Staff

Life Insurers Conference has employed Robert A. Wilson, Jr., as staff assistant at headquarters. Mr. Wilson graduated from the University of Richmond and served for eighteen months in the air force.

National labor relations board, in a supplemental decision, has certified UOPWA as having previously been found to be the collective bargaining unit of agents of Equitable Life of Washington, D. C.

New sales of Franklin Life for July (excluding annuities) exceeded \$24,600,000, up 58.2%. Production for the seven months showed a 21% gain.

Roy R. Anderson, who was appointed assistant actuary of Reliance Life, joined the actuarial department of Metropolitan Life in 1941. He joined Reliance last March. The appointment was reported last week.



More Prospects for the Analograph

Long strengthened by the Analograph closing ratio of 1 out of 1.9, the Mutual Benefit life underwriter now has the new *Single-Interview Analograph* presentation as an additional tool! This short, practical and easily used Analograph unit enables a man to program those prospects who do not qualify for the complete service:

- The young man with a need for more life insurance, but with limited buying power
- The man whose insurance needs are simple
- The man who has only time for a single interview
- The man in an outlying district, where one interview is more efficient

For these prospects the Single-Interview Analograph simplifies the entire process, and effectively closes cases for the immediate potential!

THE MUTUAL BENEFIT LIFE INSURANCE COMPANY

ORGANIZED IN 1845 NEWARK, NEW JERSEY

GENERAL AGENCY MANAGER

Wanted for large territorial agency with office in Detroit—

The right man must have experience in working with and inspiring men to substantial life insurance production. He must have proved leadership, stability, integrity and the ambition to build an even larger agency.

Our Company will back the right man with a guaranteed income, plus overwriting commissions, plus proved recruiting and training methods, plus Home Office financing of new recruits, plus complete office expenses.

Write, giving a complete account of your experience, to Box B-50, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

EDITORIAL COMMENT

Results of the Conference on Aging

The recent national conference on problems of the aging brought out a number of points of direct and indirect interest to the life insurance business.

The most obvious is that by focussing so much discussion and organized thinking on the problems of older people it has stirred up a certain amount of interest among people who are not yet old but are mature enough to see in these deliberations a forceful re-echoing of what their life insurance agents have been telling them about the urgency of building up substantial retirement income programs. The conference itself got much publicity and there will be still more from time to time as various activities suggested at the conference get rolling.

By keeping in the public mind the different aspects of the problems of the aging, this publicity will at least keep a lot of people reminded that there is such a thing as getting old and maybe they had better do something about it while they still can do something effective.

A great many participants in the conference emphasized that older people don't want to be put on the shelf when they are 65 or any other arbitrarily selected age. Though some are looking forward to loafing and fishing when they get to age 65, most seem to prefer to work at jobs that are in line with their physical capacities. Apparently there will be a good deal of pressure to get away from enforced retirement at ages specified by management.

To some extent this should help sales of retirement policies, for it will mean that persons employed for a shorter work-week will need to supplement their earnings with outside income to maintain the same standard of living. Presumably they will be getting neither social security benefits nor retirement benefits from their employers' pension plans until they actually retire. They can't move to a Florida cottage and live in shirts and slacks but will be under the same type of expense that they have been under right along. So

there should be supplementary income that was set aside during a more economically productive time of life.

Realistic appraisal and earnest attempts at solution of the problems of the aging should have two collateral results, both of interest to life insurance. First, these attempts should help get people to think of the problems in a sensible way, rather than relying on such emotional and economically irresponsible plans as the Townsend plan, Ham 'n Eggs, Thirty Dollars Every Thursday or looking to the government as their sole salvation rather than to their own efforts. Second, avoidance of such visionary plans should avert considerable pressure for further debasement of the currency that would be the inevitable means of financing such projects and that would largely frustrate the efforts of those who made a diligent effort to provide for themselves through retirement plans and other means.

The life insurance business itself has an unexcelled opportunity to show how the problems of the aging can be handled effectively yet humanely. Few life insurance activities, aside from sales work, are physically strenuous. The older person's experience and steadiness could still be utilized by letting him work a shorter day or week. One suggestion made at the conference on aging was that progressive retirement be substituted for the abrupt, complete retirement contemplated under most retirement plans. For example, an individual might work only four days a week at age 60, three at age 65, and so on. This would preserve the employee's experience and talents, ease the strain of work, and avert what is often a death sentence or a sickness or morale breakdown among those whose retirement is abrupt.

Incidentally, the term "aging" seems like a good one from a semantics viewpoint. Nobody thinks of himself as "aged" but anyone who realizes that he isn't quite as spry as he used to be can easily understand what is meant by "aging."

No More Chicken-Scratch Signatures

At periodic intervals most everyone who receives correspondence has an urge to raise an anguished voice in protest at the extremely irritating practice of signing a letter with such contrived cuteness that it is impossible for the reader to decipher the sender's name.

Having been on the receiving end of more than one of these inconsiderate masterpieces it is an editorial pleasure to join forces with those opposing all forms of chicken scratch signatures.

Wider use of imprinted stationery seems to have induced some people to

believe that a signature is supposed to be a trademark or emblem which under no circumstances should reveal the name of the writer. The reader is supposed to look at the top of the sheet for the name. This in itself is an imposition and besides it leads to inevitable confusion when the names of more than one person are up there.

Some of these signatures are made of a twist and a turn, a scrawl and a scribble, a loop and a whorl, and wind up in a flourish looking like gibberish. These illegible inscriptions are being used by the policy signing officials of

some companies, subjecting innocent policyholders to hieroglyphics. There may be some arguments in favor of this hobo looking writing but they don't come to mind.

Any letter worth writing deserves a clear and legible signature. John Hancock's exemplary autograph is well known because of its readability. A clear signature may not win everyone the honor of having a fine life insurance company named after him but it may avoid having the writer called a good many other names, none so pleasant as his own.

PERSONALS

Raymond H. Johnson, of the home office staff of Connecticut Mutual, was recently admitted to the Connecticut Bar Assn. He received his LL.B. degree from University of Connecticut after completing the four-year evening course.

Madison M. Letts, New York Life, newly elected president of Leavenworth (Kan.) Assn. of Life Underwriters, has been named chairman of the Leavenworth county Red Cross chapter.

Sidney Salomon, Jr., St. Louis life insurance leader and member of the Million Dollar Round Table, has been appointed treasurer of the Democratic national committee and will assume his new party duties immediately. While he will have an office in Washington, D. C., he doesn't plan to move to that city. He is president of Salomon, Hannegan, Portney & Associates, life insurance consultants. He has been a member of the Million Dollar Round Table since 1935 and now places the greater portion of his production through Crown Life of Canada.

J. W. Shoul Heads Mutual Life National Field Club

Jacob W. Shoul, Boston, has been designated president of the National Field Club, an honor organization composed of the leading agents of Mutual Life.

Regional vice-presidents are Harry K. Gutmann, New York City; J. Dudley Miller, Chicago; Marvin R. Robbins, Charlotte, and Gordon Corryell, San Francisco.

Mrs. Eunice C. Bush, New Orleans, was named vice-president of the women's division.



J. W. Shoul

Life Insurance Managers of Detroit held a directors' meeting on the cruiser belonging to Henry Grossman, John Hancock, Frank Klingbeil, Prudential, president, was chairman of the all-day event, at which plans for the coming year were drawn up.

OBSERVATIONS

Recruiting, 1870 Style

Recruiting back in the 1870s seems to have been quite vigorous. In the historical display prepared by Metropolitan Life and set up in the show window of the Alfred M. Best Co. office in New York City, there is a pamphlet that shows an early recruiting plea of the company for "A-1 men with clean records." Another offers commissions to clergymen in the form of insurance on their own lives. The display shows that most of the advertising in those days consisted of repeating statistics about the company. There are numerous photographs, documents, objects and articles that comprise the display of the company, which was founded in 1868.

Declines May Follow Gains

It seems that those who will study the L.I.A.M.A. figures on relative gains of ordinary sales in the large cities will conclude that there are fairly definite compensatory factors operating. It seems that a city which has an unusually good month with an unusually large gain frequently registers a following month that is quite poor compared to the previous year. An outstanding example of this is St. Louis which during May led all other cities with a gain of 27% and yet in June showed a decline of 3%, the only decline during June registered by any of the large cities in ordinary life sales.

Service to Brokers

The service to general insurance brokers that binds them closely to the life agency brokerage supervisor and gets them into the habit of bringing all their life business to him is hard to describe. All the basic tasks such as proposal preparation, programming, etc., must be done so that the broker's presentation is just as good as that of a competing full time man. Sometimes service takes the form of a prospecting hint or a reminder to make a return call on someone. It may take the form of aid in converting a policy from term to ordinary. One brokerage man traces considerable subsequent business and alliances with several new brokers to his having made a long distance phone call on a case to a broker who was out of town. The other supervisors the broker knew would have used the mail and he might have missed the business, the broker said when he returned.

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Pair of Gratuitous Service Indemnity Bills Emerge

WASHINGTON—A bill has come out of the special expenditures subcommittee of the House and a somewhat similar bill has been introduced by the chairman of the committee on veterans affairs to provide in the place of NSLI a system of gratuitous indemnities to survivors of members of the armed forces. The expenditures bill was introduced by Chairman Hardy of Virginia, as the direct result of the findings of the committee which investigated NSLI. The Hardy bill would set up an armed services review board to process life indemnity claims under the gratuitous act. The other bill was introduced by Chairman Rankin of Mississippi of the committee on veterans affairs "by request" which frequently indicates the introducer does not personally endorse the measure. The Rankin bill would place administration of the indemnity plan with VA, otherwise the bills display strong resemblances.

The Hardy bill provides for lump sum life indemnity payments of \$10,000 if death of an armed forces member results from disease or injury traceable to the extra hazard of military service and \$5,000 if the death is not traceable to such hazards. This bill would apply to members of the armed services on active duty and to reserve forces and the guardsmen during training periods.

The bill would compose the armed services review board of representatives of the services. This board would certify claims and the secretaries of the various services would pay them.

May Choose Beneficiary

Title to indemnity in the order named would be the widow or widower, child or children, parent or parents, brother or sister of the deceased. There is a provision that the service member could designate the order of payment to these classes which he wished. Claims would have to be filed within two years after date of death.

The Hardy bill provides that NSLI would be granted to any member of the armed forces within one year after termination of service if the ex-serviceman can show that he has become totally disabled by reason of disability incurred or aggravated while in the service, or if he can show that he has been denied life insurance by three companies at the standard rate and will submit satisfactory evidence of such disability to the VA. This would be the only instance where NSLI is used under the Hardy proposal and premiums would have to be paid by the insured, except that they would be waived in case of continuous total disability for six months or more. The insurance would be non-participating.

The Hardy bill provides that the customary six months death gratuity is not payable on account of death of any individual whose survivors are receiving the proposed life indemnity. No indemnity would be payable in the case of an individual who at the time of death had in effect any NSLI or USG cover.

VA Would Administer

The Rankin bill places administration of the indemnity plan with the VA administrator on certification by the secretary of the service that the death was due to willful misconduct. Under the Rankin bill the indemnity is \$10,000 in case of death while in active service in the armed forces. In the case of those persons covered by NSLI or USG, indemnity would be limited to the difference between such insurance in force and \$10,000. There is no provision in the Hardy bill that the indemnity would be cut in half if death is not traceable to the extra hazard of military service.

As in the Hardy bill, the Rankin bill provides that no NSLI or USG would be issued except to one who is suffering

from disability due to military service and is found uninsurable under the recognized underwriting requirements of private companies. Such a person, under the Rankin bill, may apply within a year after release from active service for such insurance and be granted it without medical examination.

The Rankin bill further provides that if a person dies within a year after concluding military service without having applied for the NSLI coverage as provided, and if his service-connected disability was found total at the time of release, he shall be deemed to have applied for and been granted \$10,000 of NSLI. Such insurance would be non-participating and premiums would be payable into the NSLI appropriations from which payments would also be made.

Abbey to Retire; Twyman Successor

The retirement of Elmer Abbey, for 25 years general agent for the Aetna Life in San Antonio, has been announced.

Mr. Abbey will be succeeded by Earl D. Twyman, assistant general agent at Brooklyn.

Born and educated in San Antonio, Mr. Abbey has spent almost his entire business life in that city and has built one of the Aetna Life's outstanding agencies. The agency has three times won the President's Trophy for outstanding performance and salesmen for the Abbey agency have held more offices in the Aetna Life Leaders' Club than have the representatives of any other Aetna agency.

Mr. Abbey entered life insurance in 1911. He joined Aetna Life in 1917 and was named general agent in 1925.

Mr. Abbey was honored at a testimonial dinner in 1946 given to him by six men who are now managers or general agents for other insurance companies, all of whom got their start in the insurance business under Mr. Abbey.

Mr. Abbey is a former president of the managers club and the agents' association of San Antonio.

Mr. Twyman was born in Schenectady, N. Y. Shortly after his graduation from Ithaca College he enlisted in the army and became a navigation instructor at San Marcos, near San Antonio.

After his discharge Mr. Twyman joined the Aetna Life in Great Neck, L. I. He was named Long Island supervisor in 1947, agency supervisor in 1948 and assistant general agent last January.

A luncheon in honor of Mr. Abbey

DEATHS

FRANK L. BECKER, father of Margaret Becker, executive secretary of the Illinois and Peoria life underwriters associations, died suddenly at Peoria. He was with the insurance department of the Caterpillar Tractor Co. and was formerly an auditor with the Illinois insurance department.

LOUIS SACKS, 52, assistant manager of the Broad street, Newark, branch of Metropolitan Life, where he served for 25 years died of a heart attack at Elizabeth.

and Mr. Twyman will be held Oct. 4 in San Antonio. Robert B. Coolidge vice-president, will be host.

Life Investments Up Half Billion

New investments of life companies for the first half year are up nearly \$500 million, according to the Institute of Life Insurance. The half year total was \$4,694,000,000.

Real estate mortgages made up the largest block, \$2,022,000,000, of the

new investments. This is up 20%. It brought total holdings of mortgages to \$14,149,000,000.

The securities of business and industry were the second largest share of purchases, totaling \$1,983,000,000. This is down slightly.

Purchases of U. S. government securities in the half year were \$444,000,000, up nearly 40%, but still less than maturities and replacements, with the result that total holdings of this type decreased to \$14,691,000,000. State, county and municipal bonds increased, the half year purchases of \$109 million representing a rise of 43%.

Life Insurance

Accident and Health Insurance

Hospitalization

Surgical Benefits

Medical Care

All forms of Group Insurance

a neighborly company

CENTRAL LIFE Insurance Company OF ILLINOIS

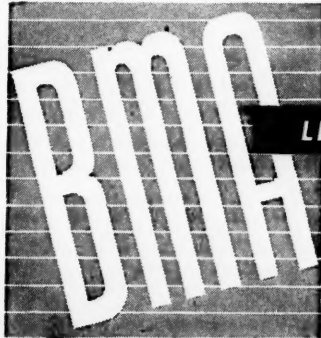
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Write today for complete information about agency opportunities.



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INCOME DURING DISABILITY

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★ Life-time accident benefits and full monthly income for both confining and non-confining illness.

Represented only by full-time fieldmen

AMONG COMPANY MEN

New York Life Promotes Six Home Office Men

James H. Braddock and Manuel R. Cueto, associate actuaries, have been appointed actuaries of New York Life.

The following were also promoted: John F. Ryan, executive assistant of committee on insurance practices, to assistant vice-president; Dr. Albert H. Faber, an associate medical director, to a medical director; Richard T. Schwartz, actuarial supervisor, to assistant actuary, and James J. Ferguson appointed assistant manager of the actuarial department.

Mr. Braddock joined New York Life in 1935. Following his release from the navy, after service in the last war, he returned to the company, was appointed assistant actuary in 1945 and associate

actuary in 1949.

Mr. Cueto joined New York Life in 1924. He became an actuarial supervisor in 1944, assistant actuary in 1945 and associate actuary in 1949.

Mr. Ryan joined New York Life in 1929, was appointed an actuarial supervisor in 1944 and an assistant actuary in 1945. In 1949 he was made executive assistant.

Dr. Faber joined New York Life as a home office examiner in 1928. He became a medical supervisor in 1945, an assistant medical director in 1946 and an associate medical director in 1949.

Giegerich Joins Teachers

Lester Giegerich has been appointed assistant mortgage officer of Teachers Insurance & Annuity.

Prior to joining Teachers Mr. Giegerich had been assistant manager of the mortgage loan department of Travelers in Kansas City since 1947, and was previously with Merrill Lynch, Pierce, Fenner & Beane in Kansas City. From 1940-45 he served in the air corps. He graduated from University of Pennsylvania in 1940.

erich had been assistant manager of the mortgage loan department of Travelers in Kansas City since 1947, and was previously with Merrill Lynch, Pierce, Fenner & Beane in Kansas City. From 1940-45 he served in the air corps. He graduated from University of Pennsylvania in 1940.

S. R. Ackerman Promoted by Columbus Mutual Life

Columbus Mutual Life has appointed Sid R. Ackerman as agency assistant.

He will assist in the supervision and training of newly organized production units in West Virginia, Kentucky, Virginia and Washington, D. C. He has been in the company's central Ohio territory.

After attending University of Michigan, he entered the business in Toledo in 1940. For several years Mr. Ackerman has been on the faculty of Bliss College as an instructor in life insurance.



S. R. Ackerman

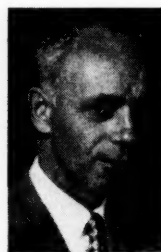
Betz Joins Commercial; Greenhalgh Promoted

Carl W. Betz, actuary of the Arizona department since 1947, has been named actuary for Commercial Life and Commercial Benefit of Phoenix. After graduation from University of Michigan, he was with Northwestern Mutual's actuarial department.

Heber J. Greenhalgh, formerly Salt Lake City regional manager for the companies, has been transferred to the home office and promoted to administrative assistant. He joined the companies in 1946 after service with the air force. He is a graduate of Utah State.

Albro Made Agency Ass't

Massachusetts Mutual has appointed Robert C. Albro, Jr., an agency assistant. He will spend much of his time in the field on administrative problems and the training of agency clerical personnel.



R. C. Albro, Jr.

Mr. Albro joined Massachusetts Mutual in 1931 and has worked in the mortgage loan, calculation, accounting, and agency departments. For two years he was a resident auditor in a company-owned hotel at Minneapolis. He is an army veteran.

Coast Promotions



A. T. Everett



Hugh Abernethy

In line with its new organizational structure, the western home office of Prudential has promoted Hugh Abernethy to executive general manager and Ardell T. Everett to executive director of agencies. The changes were reported in last week's issue.

Minn. Mutual Makes Rupert Chief Actuary, Ups Others

In a number of changes in the actuarial department Minnesota Mutual Life has given the title of chief actuary to Walter Rupert, vice-president. Stanley Hill and Walter L. Chapin have been advanced from associate actuaries to actuaries, and George V. Stennes, formerly assistant actuary, has been promoted to associate actuary.

Lincoln Nat'l Names Mull

D. F. Mull has been appointed assistant superintendent of agencies for Lincoln National Life.

Following graduation from Purdue, he entered the business with Lincoln National 12 years ago. He served in the air force 1942-46. For the past four years he has represented College Life in Pennsylvania, Minnesota and Michigan and was elected a director last January.



D. F. Mull

List Ann Arbor Directors

Directors of the newly organized Ann Arbor Life, in addition to John B. Ames, president, and other officers listed in the Aug. 11 issue, are George F. Burke, Ann Arbor attorney; John F. Ervin, president Alloy Metal Abrasive Co., Adrian, Mich.; James W. Parker, president Detroit Edison Co.; Elson P. Balkema, Plymouth, Mich.; T. G. Caley, president Lapeer Savings Bank; Guy W. Kirsch, president Kirsch Manufacturing Co., Sturgis, Mich.; Benjamin Kleinstiver, Jackson, Mich.; Henry J. McLaurin, general agent for Aetna Life at Detroit; Charles A. Macauley of C. A. Macauley & Associates, consultants, Detroit; Trent M. Math Detroit attorney; Joseph E. Verhelle, president City Bank of Detroit; and Otto G. Wismer, chairman of Bankers Equitable Trust Co., Detroit.

WANT ADS

Rates—\$12 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday noon in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER

EDITORIAL ASSISTANT

Unusual opportunity with medium sized New York City Life Insurance Company for woman with letter writing and editorial training and experience. College degree or considerable experience in Complaint Division or Policyholder Service Division required. Write to Box NU 1475, Equity, 221 W. 41st Street, New York, N. Y.

HOME OFFICE UNDERWRITER WANTED

Rapid growth and promotion has made available position with medium size mid-western company for junior or senior underwriter. Excellent opportunity for man between ages of 25 and 35. Give full details as to age, qualifications and salary expected. All replies strictly confidential. Address B-47, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

THE NORTHERN LIFE INSURANCE COMPANY

Provides its Underwriters —

- Generous First-year Commissions
- Full Renewals to the 15th Year
- Group Life-Accident-Health Protection
- A Life Income Pension Plan
- Prize-winning Sales Helps
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Managerial Openings in Newly-opened Midwestern Territory. Write Direct to Home Office; L. J. Myklebust, 940 Des Moines Bldg., Des Moines, Iowa.

NORTHERN LIFE INSURANCE COMPANY

Established 1906

D. M. MORGAN, President

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Seattle, Washington

LIFE * ACCIDENT * HEALTH

Issued together at a substantial saving,
or separately



And Now! A Complete Line of

ACCIDENT - SICKNESS and HOSPITALIZATION POLICIES

In Addition to LIFE

You can make real money — even in a small town — with our Direct Agent's Contract. Territory open in Ohio, Indiana, Missouri, Iowa, Arkansas, Louisiana, Mississippi or Kentucky.

For full information write to J. DeWITT MILLS, Superintendent of Agents

MUTUAL SAVINGS

MISSOURI'S FIRST WHOLLY MUTUAL LEGAL RESERVE COMPANY
Life Insurance Company

812 Olive St.—Arcade Bldg.

St. Louis 1, Mo.

West Goings

About 13 Life will a the Leader 29-Sept. man, will and Victor Dunsmuir, will make t art, preside ing talk.

The day managers to discuss At the fi agent's con Seth B. T. dent.

The follow ager of th agency. 1st will preside be given o contract. F introducing newly-prepa and the pro it Mr. Thor ing the for On Aug.

Dunsmuir, club, will p will be hel in the new gram, and outlines.

That ever will be he hour. Mr. Andri final day's s on the new its visual ai methods. F will deliver "Challenge."

Other con attend incl vice-preside Ivan C. Her cal director president a Olshen, vice

Ohio Na Convent Ohio Nat Club conven Bay, Canada Aug. 28-Sep Mornings meetings, un dent John E executive vic

UNIT INSURANCE

The Unity a to serve sonal i policies

E. R. DEMI President HOME O

LIFE SALES MEETINGS

West Coast Leaders Going to Lake Tahoe

About 150 field men of West Coast Life will attend the annual meeting of the Leaders Club at Lake Tahoe, Aug. 29-Sept. 1. Francis V. Keesling, chairman, will give the address of welcome, and Victor J. Andreatta, manager at Dunsmuir, Calif., president of the club, will make the response. Harry J. Stewart, president, will deliver the concluding talk.

The day before the general meeting managers will hold an all-day session to discuss managerial problems.

At the first session the newly-revised agent's contract will be presented by Seth B. Thompson, agency vice-president.

The following day Robert Woo, manager of the San Francisco Chinatown agency, 1st vice-president of the club, will preside, and the opening panel will be given over to discussion of the new contract. Following will be two forums introducing the Cooperator's Guide—a newly-prepared sales kit for producers, and the prospecting methods outlined in it. Mr. Thompson will be chairman during the forums.

On Aug. 31 John L. Letsinger of Dunsmuir, 2nd vice-president of the club, will preside. Three panel sessions will be held, covering the rating chart in the new sales kit, its direct mail program, and the time control system it outlines.

That evening the annual dinner dance will be held, preceded by a cocktail hour.

Mr. Andreatta will preside over the final day's sessions and two more forums on the new sales kit will be held, on its visual aids and its prestige building methods. Following this Mr. Stewart will deliver the concluding talk, "The Challenge."

Other company executives who will attend include F. V. Keesling Jr., 1st vice-president and general counsel; Dr. Ivan C. Heron, vice-president and medical director; Carlos C. Warner, vice-president and secretary, and A. C. Olshen, vice-president and actuary.

Ohio Nat'l Builders Club Convention Aug. 28-Sept. 1

Ohio National Life's 1950 Builders Club convention will be held at Murray Bay, Canada, in the Manoir Richelieu, Aug. 28-Sept. 1.

Mornings will be devoted to business meetings, under the direction of President John H. Evans; M. Rey Dodson, executive vice-president; Grant Westgate,

superintendent of agencies, and George R. Grace, assistant superintendent of agencies. These sessions will deal with sales promotion and related subjects. Talks will be given by General Agents O. R. Aspegren II, Chicago, and C. E. Bissell, Midland, Tex. A resumé of the activities of the field advisory board will be given by George N. Wade, Harrisburg, Pa. A schedule of social activities has been arranged for the afternoons and evenings.

One of the features of the convention will be the presentation of the Brown Jug Award to the agent who made the highest paid-for production record during the June for John Campaign in honor of Mr. Evans.

Until the election of new officers, Kenneth B. Wade, Lancaster, Pa., 1949-50 president, will preside over the convention.

Over 120 field representatives have qualified to attend the convention, this being the largest number ever to qualify.

Jefferson Standard Managers Convene

Recruiting and training of new men was the topic of Jefferson Standard Life's three-day managers conference held at the home office.

Speakers on the first day were Howard Holderness, president; Miss Mary Taylor, agency secretary; Karl Ljung, agency manager; K. C. Wright, Durham, N. C., manager; R. B. Taylor, associate agency manager; W. H. Andrews, Jr., home office agency manager; W. A. Reynolds, Spartanburg, S. C., manager, and S. C. Macon, assistant superintendent of agencies.

Four Panel Discussions

Business sessions on the second day were divided into four panel discussions on better selling, supervision, good business relations and morale and motivation. Chairmen were J. S. Causey, superintendent of agencies, and H. R. Marsh, W. L. Seawell, Jr., and Mr. Macon, assistant superintendents of agencies. Speakers were Managers F. M. Smith, Washington, D. C.; George Elliott, Raleigh; R. M. White, Dallas; W. E. Fletcher, Tulsa; Felix Hargis, Fort Worth; H. N. Radcliffe, Wilmington, N. C.; A. L. Smith, Birmingham; O. P. Schnabel, San Antonio, and T. B. Dameron, Goldsboro.

W. L. Brooks, Charlotte manager, also spoke on the second day.

The third day started with a breakfast in honor of Miss Taylor, who recently completed 45 years with the company.

Other speakers on the third day were H. F. Starr, medical director; J. C. Smith, vice-president and general counsel; M. A. White, 2nd vice-president; C. E. Leak, executive vice-president; Mr. Ljung and J. M. Bryan, 1st vice-president.

Occidental Club Conventions to Be Attended by 750

The 1950 production club conventions of Occidental Life will be attended by 750, including wives and home office staff, the largest number of qualifiers ever. Achieving membership in the Los Conquistadores Club during the 18-month qualifying period which ended June 30 were 449 agents who will attend the five conventions scheduled for this fall.

The fall convention series will lead off the Top Club meeting at the Grand hotel, Mackinac Island, Sept. 3-6. The requirements of \$12,000 in paid premiums or better and 80% persistency required for the meeting were met by 127 agents.

The following week a regional meeting of an additional 98 club members will take place at the Edgewater Beach

hotel, Chicago. From Sept. 17-20, 30 Canadian members of the club will meet at the General Brock hotel at Niagara Falls.

The third regional will be held in the Ahwahnee hotel at Yosemite National Park Oct. 9-12 with 98 club qualifiers from northern California, the Pacific Northwest and the Rocky Mountain states attending.

The series closes with a meeting Oct. 23-25 at Hotel Del Coronado at San Diego when 96 qualifiers from southern California will meet.

A feature of the Mackinac meeting will be the induction of eight new members in the Leading Producers Club, an

organization of Occidental agents who produce an average of \$1,000 or more of paid premiums a month throughout the 18-month qualification period and maintain persistency of 80%.

Announce 1951 Aetna Meets

Three regionnaires conferences will be held in 1951 by Aetna Life.

The western meeting will open June 17 at Santa Barbara, Cal. Two conferences for the east, south and mid-west will be held at Bolton Landing, N. Y., the first starting June 24 and the second June 28.

The qualifying period ends May 31.

★
Yes!

We'll Do Your Prospecting For You

Prospecting is an essential part of any life underwriter's job—and a time-consuming part.

Illinois Bankers Life agents spend more of their time in the presence of prospects WHERE PROFITS ARE MADE, because we do their prospecting job for them.

There is no reason why YOU should be "Prospect Poor." For years we have provided prospects for our fieldmen, and have increased their production 50% to 100% as a result of this direct mail prospecting method.

Our direct mail service and Combination Coverage Contract will permit YOU to substantially add to your life insurance production and, at the same time, increase your commissions by Accident & Health sales.

For the man interested in building his own agency, our direct mail service and Combination Coverage Contract are invaluable in attracting and developing new manpower.

EXCELLENT OPPORTUNITIES

for capable, industrious insurance men to develop new business in Michigan, Colorado, Oregon, and Washington.

Other general agency territories available to men who want to build solid agencies under agency-minded Home Office supervision. All correspondence confidential.

O. F. Davis, Vice President
Director of Agencies

ILLINOIS BANKERS LIFE ASSURANCE CO.

Monmouth, Illinois

Writing all forms of:
Life—Accident & Health—Polio
Hospitalization—Medical Reimbursement
Franchise—Group

★

★

STEADY GROWTH...Now Operating in Seven States

Year	Assets	Capital Surplus	Insurance in Force
1908	5,482	5,482	744,032
1938	1,015,879	302,266	11,741,911
1948	4,969,740	1,417,585	74,653,754
1950	7,380,635	2,000,562	91,425,487

Conscientiously and satisfactorily serving the people of Missouri, Illinois, Iowa, Kansas, Kentucky, Arkansas, and Oklahoma since 1907.

MISSOURI INSURANCE COMPANY

705 CHESTNUT STREET

ST. LOUIS 1, MISSOURI

THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

*Insures
The Whole Family*

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING
President

L. J. BAYLEY
Secretary

HOME OFFICE — SYRACUSE, N. Y.

LIFE AGENCY CHANGES

Bankers, Ia., Names LaBoe St. Louis Group Manager

A. J. LaBoe has been appointed regional group manager at St. Louis for Bankers Life of Iowa.

Mr. LaBoe formerly was with Occidental Life as regional group supervisor at Detroit for three years. He entered the group field in 1929 with Washington National, later becoming supervisor for Michigan. He is a navy veteran.



A. J. LaBoe

Aetna Names Bogasse

Glenn E. Bogasse has been appointed general agent for Aetna Life at Charleston, W. Va.

Mr. Bogasse, assistant general agent at Raleigh for the past two years, will

succeed Keith M. Talsma, who is being transferred to the Grand Rapids agency.

Mr. Bogasse entered the business in 1945. He joined Aetna at Raleigh, was later named supervisor and assistant general agent in 1948. He is president of Raleigh Life Underwriters Assn.

Prudential Transfers Scott; Muller Promoted

James B. Scott, manager of Prudential's Peoria, Ill., district for 11 years, has been transferred as manager to Covington, Ky.

With Prudential since 1916, he was successively an agent and a staff manager at Peoria until 1935, when he was appointed manager at Danville, Ill. He served there until 1939, when he assumed charge at Peoria. He is a past president of the Peoria Life Underwriters Assn.

Jerome J. Muller has been appointed assistant manager in the Jack White agency in Los Angeles. He joined Prudential in Glendale in 1932, transferred to the district agencies department in

Los Angeles in 1934, and was promoted to assistant manager in Beverly Hills in 1938. He returned to the White agency in 1943 and became a broker in 1946.

Goldsbury Now San Antonio Manager for N. E. Mutual

New England Mutual Life has changed its San Antonio office from a district office to a full general agency. Christopher Goldsbury, district agent there since 1946, has been appointed manager.

Mr. Goldsbury joined New England Mutual in 1939 at Houston. Following army service he rejoined the Houston agency, later becoming a supervisor at San Antonio.



C. Goldsbury

Jefferson Standard Names Three Managers

Alton D. Riddle, Jefferson Standard Life manager at Phoenix since 1942, returns to Houston as manager. He joined the company in 1935 and prior to going to Phoenix was supervisor and manager at Houston.

Succeeding him at Phoenix is T. C. Kallam. Mr. Kallam has headed Jefferson Standard's Richmond, Cal., district office since 1949.

D. E. Templeton has been named manager at Huntington, W. Va. For the past 10 of his 15 years with the company he has headed the Bluefield, Va., district.

Richman Now G. A. at Newport News

Abe Richman has been named manager of the Newport News, Va., agency of Life of Virginia. He has been with the agency that he now heads for 25 years.

Mr. Richman will have with him as an agent his son William.



Abe Richman

Weiss Columbian Nat'l G. A.

Milton I. Weiss has been named general agent at Syracuse for Columbian National Life with offices in the Syracuse-Kemper building.

He started with Metropolitan Life in 1932. From 1941-1946 he represented National Life of Vermont at Syracuse. Since that time he has represented Berkshire Life there.

Great-West Ups Embregts

Paul Embregts has been appointed supervisor at Quebec for Great-West Life. He joined the company at Quebec in 1947.

Ira C. Jared, Jr., whose appointment by Pan-American Life as general agent at Corpus Christi was reported in last week's issue, has been with Pan-American at Dallas and before that was an agent of Great National Life.



B. G. Wall to Jacksonville

Life & Casualty has appointed B. G. Wall, formerly superintendent at Charlotte, N. C., manager at Jacksonville, succeeding M. B. Wright who has been reappointed ordinary supervisor for Virginia and Washington, D. C.

Mr. Wall joined the company in 1940 as an agent at Gastonia, N. C. He became superintendent at Charlotte in 1943. He is a navy veteran.

Stewart Heads New Agency

Phoenix Mutual Life has opened an agency headquarters at Oakland, Cal., with Paul P. Stewart as supervisor.

Mr. Stewart joined the company at Portland, Ore., in 1947. He later attended a home office training course and then served with the Providence, Boston and Cleveland agencies. He is a navy veteran.

Storrs Heads New Cal. Agcy.

Beneficial Life has established a new general agency for San Diego and Imperial counties, Cal. Norven S. Storrs, who has been with the company since 1946, is named as general agent, with headquarters at San Diego.

Continental Names Landers

Continental Assurance has appointed Edward D. Landers

Cleveland manager. He entered the business, after war service, in 1945, starting with Penn Mutual. In 1946 he was appointed a supervisor. He joined Occidental in 1948 as brokerage manager. He is a C.L.U. and is president of Cleveland Supervisors Club.



E. D. Landers

Olanow Named Supervisor

David Olanow has been appointed agency supervisor for the Norman L. Utts agency of Paul Revere Life at Buffalo. He is a native of Toronto, and has been an outstanding personal producer for the company for four years. He is a director of Buffalo Assn. of A. & H. Underwriters.

Frank J. Brown has been appointed brokerage manager at Philadelphia for Jefferson National Life. He entered the business in 1946 with Travelers to help cover Philadelphia. He later transferred to Baltimore as a field assistant. In 1948 he joined Berthalon-Rowland & Co. of Newark as assistant secretary attached to the Philadelphia office. He is a navy veteran.

Harry O. Rasmussen, Newark general agent for Penn Mutual Life, was recently host to his agency force at his country home at Seaside Park, N. J. Feature event was a clam-bake.

For the seventh consecutive month, the William S. Vogel agency, Newark, led Columbian National Life.

Announce Chairmen of Life Insurers Conference

Chairmen of the standing committees of the Life Insurers Conference are Bascom Baynes, Home Security Life; advisory: Neal O. Dubson, Quaker City Life; attendance: Wyatt Smith, Home Beneficial Life; auditing: E. W. Craig, National L. & A.; business standing: E. M. Keough, Pennsylvania Mutual Life; credentials: Ashley C. Tobias, Palmetto State Life, laws and legislation: Richard B. Evans, Colonial Life; membership: Powell Stamper, National L. & A.; public relations: Ralph M. Anderson, Peninsular Life; resolutions: W. B. Clement, Pilot Life, statistics: and W. P. Tate, Independence L. & A.; accident and health.

SOME REASONS WHY...

... Reserve Life is accumulating so many new General Agents around the country:

1. Outstanding underwriting department.
2. High commissions plus vested renewals.
3. Monthly Income Disability.
4. Special Juvenile plans.
5. Flexible Home Security plan.

PLUS aggressiveness and wonderful Home Office cooperation—for Reserve Life is the Company building for the Agency. If interested, write to S. J. Gilbert, Vice President and Director of Life Agencies.

RESERVE LIFE INSURANCE COMPANY

HOME OFFICE: DALLAS, TEXAS

WHY

You should investigate the Opportunity we have to offer—

The finest Agent's Contracts available today — We dare comparison. You write your own ticket — It's incentive all the way. You can, as an Agent, make the Top General Agent's Commission with Lifetime renewals — Persistence Bonus that means real money to you. Free vacation with all expenses paid — etc.

It's new—Investigate—Compare—then make your decision.

Here's an illustration of one of our policies—the

HOME SECURITY PROVIDER

A real leader in the field of MAXIMUM PROTECTION for each PREMIUM DOLLAR PAID

Age 30	Annual Premium \$67.50	Death Benefit	In addition to Death Benefit Policy provides for
Year			
1		\$10,000.00	● Guaranteed Cash Value
10		6,000.00	● Paid-up Insurance
15		4,000.00	● Extended Insurance
20 and thereafter		2,000.00	● Annual Dividends

WRITES \$10,000.00 NON-MEDICALLY

Interested? Write for Details. Territory available in Illinois, Michigan and Missouri.

CHARLES H. DAVIS
Superintendent of Agencies

Bankers Mutual Life Insurance Company

G. C. French,
President

HOME OFFICE: FREEPORT, ILLINOIS

An old line mutual legal reserve company



ACCIDENT

Manager Follmann Reports Bureau Manual Widely Used

J. F. Follmann, Jr., manager of Bureau of A. & H. Underwriters, reports that as of July 1, 66 companies in the commercial accident field were using the 1948 Manual of Occupational Classifications promulgated by the bureau. Of these, 48 are members of the bureau and 18 non-members. Four member companies are not now in the commercial accident field and hence the manual would have no applicability to them. Two member companies are planning to use the bureau manual in the near future and three others are giving consideration to its use at a later date. Mr. Follmann states that any company, whether a member of the bureau or not, is free to use the bureau manual if it so desires. Non-member companies may order supplies of the manual by addressing the bureau.

Divide Wall's Work

Now that William E. Wall has left Modern Life & Accident of Chicago to become chief examiner of the Illinois insurance department, his work is being taken over by Ralph Manno, president of Modern L. & A. and his son, Vincent Manno, who is vice-president. The latter has become a strong factor in the company and has been assuming increasing responsibilities. Mr. Wall was general office manager and agency director. Vincent Manno graduated at John Marshall Law School in 1943 and then entered military service. He intended to engage in law practice, but after the war, he agreed to assist his father in the operation of Modern Life & Accident and he is now an enthusiastic convert to an insurance career.

Supervisor Audit Hospital Claims

Retail Credit Co. is offering to A. & H. companies an audit of hospital claims service. If, under hospitalization coverage, the hospital bills are submitted directly to the company the service endures the company to check the bills for accuracy. The service resulted from the experience of several companies usually involving small, privately owned hospitals. In some instances, it appeared that hospital charges had been extended to help cover surgery or other expenses. In 1949, Retail Credit was asked to check with persons hospitalized. A check can also be made when hospital bills show a period of confinement of line with the type of surgery reported.

Davis on Executive Board

Emerson Davis of Dallas, Texas, state agent of Inter-Ocean, has been appointed to fill an unexpired term on the executive board of International Association of A. & H. Underwriters. Mr. Davis has been active in A. & H. association affairs for many years. He has been a leader in the Texas Association for recent years, and before that in Ohio, was instrumental in the development of the Ohio association. He is general chairman of the 1951 convention of the international association at Dallas.

Zurich Shifts Group Men

A. H. Hotson, New York regional group manager of Zurich, has been transferred to Chicago in charge of company disability benefits plans and new business. S. J. Lavigna, Cleveland manager, will succeed Mr. Hotson in New York. R. W. Melvin has been appointed New York City manager and A. Stark has been named Cleveland manager. P. L. Wilmoth, R. Firth, G. E. Bore and J. D. Breslin have been named representatives in Buffalo, Albany, Syracuse and Pittsburgh, respectively.

NEWS OF LIFE COMPANIES

800 Hancock People Sign in Single Day to Give Blood

More than 800 of the home office staff of John Hancock signed up in a single day to give blood to the Red Cross. Previously, more than 200 Hancock people gave blood to the Red Cross to establish a blood bank for themselves and members of their families.

The John Hancock War Veterans Assn. has set a quota of 60 pints a week for the company. Massachusetts civil defense and defense medical officials congratulated the company.

Hearing on Pacific Mutual Mutualization Concluded

LOS ANGELES—Commissioner Downey has concluded a three-week hearing on the petition of Pacific Mutual Life for approval of the plan of mutualization, and has taken the question under consideration. He gave no estimate of when he would render his decision.

An outstanding feature of the hearing was Mr. Downey's ruling that he would not retry the 1936 court proceedings. He declined to admit as evidence excerpts from the transcript of that trial but would admit them to the record as an offer of proof. He also refused to allow the record to show that the purchase offer by American National had not been accepted. He did, however, permit the fact that such an offer had been made to be read into the record.

New England Mutual Sets Up Blood Donors Assn.

New England Mutual Life has set up a New England Mutual blood donors association, open to all physically qualified home office personnel.

Under the direction of Harold M. Frost, medical director, the program has thus far received the support of nearly 15% of all eligible employees.

While the preliminary registration and physical checkups are done by the New

England Mutual medical department, the actual process of donating the blood is carried out at the New England blood donor center, sponsored by the Red Cross.

Nippon Life Head in U. S.

Gem Hirose, president of Nippon Life, Osaka, Japan, visiting Hartford, said his company may soon resume writing of group, which it had begun moderately before the war. A guest of Aetna Life while here, he paid special attention to its group life operations.

New York Life, W. T. Grant Co. and its subsidiary W. T. Grant Realty Corp., have entered into an agreement calling for purchase by New York Life from the Grant Realty Corp., of Grant retail stores in several eastern cities, and the simultaneous lease of the properties to the Grant Co. on a long term, net rental basis.

AGENCY NEWS

Lindsley Agency Sets Record

The Herbert A. Lindsley agency of Occidental Life at Wichita set a new record of \$1,088,000 ordinary life sales in July. Increased production for the first six months won trips for four agency members to the company's convention at the Edgewater Beach Hotel, Chicago, Sept. 11. Mr. Lindsley, who is president of Wichita Life Underwriters Assn., qualified for the "Top Convention" at Mackinac Sept. 3.

Sets All-Time Record

The Campbell & Vineyard agency of Aetna Life at Little Rock in this year's birthday campaign for Gordon Campbell established an all-time record for volume and applications. The total was 171 applications for \$1,104,102.

W. J. Coffey, Fort Smith, was first with \$119,810. Frank A. Jeffett was second with \$96,000, while Joe S. Maryman was third with \$95,000.

Republic National Leader

The Lubbock, Tex., agency led all Republic National Life agencies in life and A. & H. for July. J. A. Bowron is manager of the agency. This is the fifth month of the year that the Lubbock agency has led the field.

Richard Skoglund of Rock Island, Ill., and C. G. Jennings of Kerrville, Tex., were top producers for the month in life and A. & H. respectively.

Harwood J. Tibbitts, Spokane, led Mutual Benefit Life for July. The Spokane agency was fifth in the company for volume and first in ratio of business to population.

Morton Boyd, president of Commonwealth Life, visited the Evansville agency and was the guest of honor at a dinner.

The C. A. Lamoreaux agency, Lansing, Mich., of Franklin Life, held its annual picnic at Grand Ledge with 40 persons attending. Mr. Lamoreaux awarded prizes to four agents who led in a six months' production contest. L. L. Livingston, Grand Rapids, western Michigan manager, gave an address.

Calhoun Report Author May Head SS Study

Leonard J. Calhoun, Washington attorney and social security authority, who authored the report bearing his name on that subject for the House ways and means committee a few years ago, is reported under consideration to direct the Senate finance committee's social security study.

Mr. Calhoun reportedly has indicated he does not want the job, but recent reports say he is "weakening."

The finance committee's original plan was to have the study made during the congressional recess, but the Korean crisis has postponed the recess. The committee has been so busy with tax revision that Chairman George has had no opportunity to set up a staff to conduct the study.

George Bauman, Chicago, was Ohio State Life's honor man for July on the basis of issued business.

An Unusually
Complete Line of
Juvenile Policies

plus
Substandard Service

plus
Disability Income

plus
Health and Accident
in Combination
with Life

plus
Merchandising Plans
that "Click"

plus
Lifetime
Compensation

Check these

FEATURES ABOUT

OSLICO OPPORTUNITIES

Oslico's non-medical limits expanded.

New markets opened by this forward

step. Faster service means more business.

THE OHIO STATE LIFE
Insurance Company
COLUMBUS 15, OHIO

Write FRANK L. BARNES, 1st V.P. and DIRECTOR of AGENCIES

LEGAL RESERVE FRATERNALS

Royal Neighbors Promotes Mrs. Dunn

Royal Neighbors has appointed Mrs. Katharine B. Dunn, Rock Island, as deputy supreme recorder to succeed Mrs. Lucie M. Dahlberg, Rock Island, who retired after having held the office for 16 years.

Mrs. Dunn has been with Royal Neighbors for 21 years and for several months has served as assistant to the supreme recorder. Previously she was chief of the general correspondence department for 16 years and at one time headed the stenographic department. She is a graduate of University of Illinois.

Starting with the organization in 1907, Mrs. Dahlberg had served the society continuously since that time except for a few years. Formerly she was in charge of general correspondence and was assistant to the supreme physician.

Mrs. Minnie Grove of Moorhead, Minn., has been appointed Minnesota state supervisor. She succeeds Mrs. Luella H. Ives of Minneapolis who was elected to the board of supreme auditors.

Maccabees Will Meet Aug. 28-Sept. 1

The Maccabees national convention will run from Aug. 28-Sept. 1 in Detroit.

The supreme tent review will begin at 10 a.m. Aug. 30. The banquet will take place that night and sessions will resume the next day. On the night of Aug. 31 there will be an installation of officers and memorial service.

The field conference program will be opened by J. E. Little, actuary and field director. J. P. Stock, president, will deliver a message of welcome.

Speakers at the morning session will be C. C. Halfhill, Tacoma district manager; R. O. Howell, Calgary, Alberta province manager; Edward Billett, Philadelphia district manager, and A. H. Motley, president of Parade Publishing Co.

At the luncheon, music will be provided by the Maccabees Choralaires and awards will be presented.

At the afternoon session a sales presentation contest will feature Mayer Angstreich, New York City; Raymond Ashford, Los Angeles; A. F. Devine, Detroit; Beulah B. Lowther, Ashland,

Ky.; J. A. Marino, Welsh, W. Va.; J. F. Rivers, Orlando, Fla.; H. S. Robbins, Cleveland, and C. R. Young, Dallas.

H. H. Irwin, professor of insurance Wayne University, Detroit, will speak at the afternoon session and Mr. Stock will award trophies.

July, the closing month of the supreme tent convention campaign, was one of the best in Maccabees history with \$4,839,538 in new business. The total for the first seven months was up \$3,110,000.

The average certificate in adult new business has risen from \$953 in 1935 to \$2017 in 1949.

Hold Ohio Congress Oct. 9-10

Ohio Fraternal Congress will hold its annual meeting at the Gibson Hotel, Cincinnati, Oct. 9-10. Superintendent Robinson of Ohio will be the banquet speaker.

Lendon A. Knight, Davenport, Ia., general attorney of Royal Neighbors of America, has been reappointed as a member of the insurance committee of the U. S. Chamber of Commerce. He has been a member of the committee since 1948. He is also chairman of the law committee of the National Fraternal Congress and the Illinois Fraternal Congress.

ASSOCIATIONS

1951 Ohio Meet May 18-19

May 18-19 have been selected as the dates for the 1951 annual convention of the Ohio Assn. of Life Underwriters, which will be held in Akron. Frank A. Lane, president of the Akron association, has been named convention chairman.

Crane Memorial Resolution

Indiana State Life Underwriters Assn. has sent an expression of sympathy and memorial to Mrs. E. A. Crane, widow, and E. Arthur Crane, son of E. A. Crane, late Indianapolis general agent for Northwestern Mutual.

Illinois Meeting Nov. 3

The midyear meeting of the Illinois Life Underwriters Assn. will be held the morning of Nov. 3 at the Pere Marquette hotel, Peoria. The board of directors will meet that afternoon. The Peoria sales congress will be held the following day.

Drive for Industrial Men

At a recent meeting of the executive committee of the Indiana State Assn. of Life Underwriters, industrial men on the committee recommended that in line with the association's drive for industrial members, an outsider go into the industrial agency and do the soliciting rather than having the industrial manager do the job. The outsider removes the appearance of company pressure which, industrial members contend, most industrial managers are eager to avoid.

Quincy, Ill.—E. G. Weber, Robert Klusmeyer, William Soebbing, Kenneth Garver and Ray Snead were elected to serve as a committee on participation of the association in the 100th anniversary of the Adams County Medical Society.

Topeka, Kan.—Herb Langsdorf, Jr., New England Mutual, is the new president, succeeding Gerald F. Hayes, Massachusetts Mutual. Harlan K. Schlicher, Fidelity Mutual is vice-president; Edna H. Richert, Union Central, secretary; Pendleton A. Miller, New England Mutual, national committeeman, and A. L. Sowers, American Home, state committeeman.

Pikesville, Ky.—John M. Yost, vice-president of First National Bank, spoke on cooperation. He said the spirit of cooperation shown by life men inspired

confidence in life insurance which he called the greatest profession from the point of providing family security and protecting estates.

Lexington, Ky.—James L. Burnett of New York, field training division superintendent of Metropolitan Life, spoke on "Timeliness" at a luncheon meeting.

Seattle—Directors of the Washington association held an all-day meeting, with Howard R. Ries, president, Everett, officiating. Instructions were given to officers of the local associations. Among the subjects discussed were the proposed compulsory health insurance measures and revival of war clauses.

Denver—Edward H. O'Connor of Insurance Economic Society declared at a luncheon sponsored by the association for other business and professional groups that America is just 10 years behind Britain on the scheduled plan by "the designers of confusion who are bent on destroying the competition of private ownership."

Columbia, Mo.—Newly elected officers are: President, Earl C. S. Stuart; vice-presidents, Douglas Glascock and Hamilton Holt; secretary, Donald Reid; treasurer, Charles Wright.

Hannibal, Mo.—New officers of the Northeast Missouri association include: President, J. Frank Hulen, National Life & Accident; vice-president, George B. Deason, Lincoln National; secretary, Everett W. Elliott, Prudential, all of Hannibal.

North American Introduces New Family Security Plan

Family security is the name of a new North American Life of Canada policy which is purely income protection during a specified period. It is a reducing non-participating term plan, the protection at any time being sufficient to provide the stated income for the balance of the specified period. The policy is issued for durations of from 10 years up, with the maximum expiring at age 70, and at ages of issue 18 to 60 for male or female lives.

The policyholder has the right to convert without evidence of insurability to a regular plan in the amount of the commuted value of the family security policy at the attained age. Conversion privilege is confined to the period 10 years prior to expiration. Total disability waiver of premium benefit may be added, but evidence of insurability would be required to continue it after conversion.

The specimen annual premiums, payable for three years less than the family security period, at age 25 at issue for a 20-year duration are \$37.30 for \$100 a month family security and at age 35 for the same amount, \$81.90. At age 25 for a duration to age 65 the premiums is \$111.30 and at age 35 it is \$130.80.

Coinciding with the announcement of the convertible Family Security policy, the company introduced the same conversion privilege into its family income riders, both new and in force.

Bankers L. & C. Addition

A \$500,000 addition is now in process of construction to the head office building of Bankers Life & Casualty at Lawrence avenue and Kenneth, Chicago. It is scheduled for completion Jan. 1. It will be completely air-conditioned and it will contain a continuous conveyor system connecting all offices. It will be a four-floor brick structure providing 50,000 feet of floor space and will double the present facilities. Presently, two full-time clerical staffs working in two shifts are employed.

Gala Time Arranged for Zone 4 Commissioners

The program has been completed for the meeting of zone 4 commissioners at Indianapolis Athletic Club, Indianapolis, Sept. 26-29.

There will be morning and afternoon sessions Sept. 26. On Tuesday, the meetings will be going on at the same time, one on examination procedures for chief examiners and actuaries, another on casualty rating, a third on fire rating and the fourth on H. & A. hospitalization and limited life insurance contracts.

The Indiana companies will be hosts at a cocktail party and banquet Sept. 27. On Sept. 28 the group will be guests of Wilbur Shaw, president Indianapolis Motor Speedway, at the Speedway and then there will be a trip to the lodge of Dudley Gallahue, chairman of American States Ins. Co., of Indianapolis in Brown county. Sept. 29, the committee reports will be received and there will be an executive session of the commissioners.

On Sept. 30, the conventioners will be guests of Thomas Shortall, vice-president of Emmco Ins. Co. of South Bend, at the Notre Dame-North Carolina football game.

Hoosierland Rating Bureau, which is having its annual meeting and party Sept. 25-26, is inviting the state people to take part in their golf party Sept. 26.

350 Farm Bureau Managers Attend Toronto Convention

More than 350 district managers and officials of Farm Bureau companies attended the annual district managers convention in Toronto.

Principal speakers were J. K. MacDonald, president of Confederation Life; M. D. Lincoln, president of Farm Bureau companies, and Dr. N. V. Peabody, pastor of Marble Collegiate Church, New York City.

Farm Bureau men from Columbus who took part in the program include J. R. Moore, assistant to the president; J. E. Keltner, vice-president and controller; H. S. Ballard, vice-president and general counsel; H. W. Culbreth, vice-president public relations; H. E. Evans, vice-president personnel; Bowman Doss, agency vice-president; C. W. Leftwich, vice-president and secretary; M. Foltz, assistant vice-president claims; W. E. West, vice-president and treasurer; E. A. Rule, assistant vice-president office management; Ernest McChesney, special casualty representative; R. W. Heffner, supervisor of management development; William Trucksis, supervisor of advertising and promotion; George Wolf, special life representative; Howard Hutchinson, director of agencies; C. Gay and N. J. Denlinger, superintendents of agencies, and S. J. Clough, supervisor of agency training.

New Iowa Life Medical Chief

Dr. Fred Wells will retire Sept. 1 as medical director of Iowa Life, which is operated by Iowa Farm Bureau. Dr. Wells formerly was medical director of Equitable Life of Iowa for 35 years and is a past president of the Assn. of Life Insurance Medical Directors. He joined Iowa Life during its first year. He will be succeeded by Dr. L. Meredith, who has maintained a private practice in Des Moines since 1917.

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SALES IDEAS OF THE WEEK

Black and White Comparison Useful in Competing with Blue Cross Plans

The name-appeal of Blue Cross is often the strongest opposition which the producer must fight in a group insurance sale. He and the insurance company representative can combat this name-appeal by demonstrating to H. & A. the employer and to his employees the advantages of an insurance company plan over the Blue Cross plan. As always, this appeal is the most convincing when it is put down in black and white. The guests so that the employer and his workers can read it. With this in mind the group agent can prepare one life company at Chicago and have listed in numerical order the advantages of the coverage they offer over Blue Cross. While this comparison applies to the differences between this particular company and the Chicago Blue Cross, the same method would be equally useful in other cities and for other companies. With a little effort, a similar written comparison could be drawn up by any company, group manager or producer and be mimeographed and distributed at the solicitation of cases. Such a comparison would probably include the following points and possibly several more:

1. Insurance companies guarantee rates for one year while Blue Cross rates are guaranteed for only 30 days.
2. Insurance company benefits are uniformly applicable anywhere in any licensed incorporated hospital. Blue Cross benefits lack consistency even from city to city. The benefits paid are those applicable in the locality where the hospitalization takes place.
3. Full benefits are payable under Blue Cross only in "plan" hospitals while insurance companies pay benefits at any licensed hospital anywhere.

Full Private Room Cost

4. The full daily room allowance is applicable to private rooms under many insurance company plans while Blue Cross usually limits the allowance for and private rooms.

5. Under many insurance company programs immediate maternity benefits are provided for all employees and dependent wives insured at the effective date, while under Blue Cross there is a nine month waiting period for maternity claims.

6. Many insurance companies provide maternity benefits for female employees at the single rate, but the Blue Cross plan requires a female employee to pay the family rate in order to obtain maternity benefits.

7. Many insurance company programs provide that the employee may enter the hospital as many times as is necessary during the year and be entitled to full benefits with each admission. Blue Cross customarily allows 30 days of regular care and 90 days with 50% allowance toward the rest in any one calendar year.

8. Many insurance companies provide an allowance for extra charges for necessary services and supplies furnished outside the hospital, with no exclusions. Blue Cross customarily allows 35 years and ambulances may be included. There is no provision in the Blue Cross contract for services of outside anesthetists, first aid service, blood donors, radium treatments, special braces, and appliances and ambulatory apparatus.

Cover All Conditions

9. Many insurance companies provide full benefits for all conditions including ambulatory cases and diagnostic cases when a room charge is made. Blue Cross does not provide benefits for hospital admission solely for x-rays, laboratory, electrocardiograph examination, basal metabolism examinations or physical therapy incidental to necessary hospital bed care required at the time of admission.

10. Insurance companies provide complete group insurance programs

tailored to fit the needs of a particular group and situation. Blue Cross provides only one type of group coverage and that is hospitalization, although surgical coverage may be obtained through the Blue Shield.

11. Insurance company benefits may be assigned direct to the hospital or the employee may pay the hospital and the company will reimburse him for the benefits. The latter has some advantages since payment is made through the employer and makes him a participant in the program.

12. Some insurance companies have hospitalization plans whereby patients may receive hospital extras for outpatient surgery performed without being a bed-paying patient.

13. Some companies cover quarantinable diseases, nervous and mental disorders, venereal diseases, alcoholism and drug addiction and pulmonary tuberculosis. These benefits are not covered by Blue Cross in a non-plan hospital.

14. Emergency accident benefits offered by the companies often provide up to the amount of other charges allowed for treatment in the hospital.

15. Insurance companies frequently offer extended coverage for hospital and surgical benefits and nine months' extended coverage for maternity.

16. Insurance companies pay surgery anywhere while Blue Shield is payable in hospitals only.

17. The tremendous flexibility of an insurance company plan is all-important. A company plan can be tailor made to fit the desires of any employer. Blue Cross plans are inflexible.

E. T. Golden N. Y. Life Top Club President

Edwin T. Golden of San Francisco is president of the 1950 Top Club of New York Life.



E. T. Golden

New York City, is national vice-president. He paid for 74 policies for \$2,628,500.

Chairman of the advisory board of directors for the fifth time, is H. A. McColl of Colorado Springs, who paid for 293 policies for \$2,472,000. Vice-chairmen are C. H. Killen, San Antonio; R. A. Davies, San Francisco; E. J. Mintz, Salinas, Cal., and R. W. Brinton, Salt Lake City.

Vice-presidents of the club are H. N. Hoffman, Washington, D. C.; R. L. Leitman, Detroit; E. C. Moore, Wichita; K. G. Wildes, Juneau; H. J. Richard, Boston, and Roger Poitras, Quebec.

Second vice-presidents are Frank Smith, Lafayette, La.; Ben Feldman, East Liverpool, O.; J. E. Josephs, Charlotte, N. C.; Lloyd Steadman, San Gabriel, Cal.; H. V. Kibrick, Boston, and Sam Wasserman, Vancouver.

Thirty-one members of the Top Club each paid for more than \$1 million.

Spottswood W. Duke, Massachusetts Mutual, has been named president of the Dayton C.L.U. Russell Cahall, Western & Southern, is vice-president and Arthur D. Zolg, John Hancock, is secretary-treasurer.

D. C. Loan Firm Cleared of Insurance Charge

WASHINGTON — Municipal Judge Kronheim threw out a criminal case against Columbia Credit Co., accused of charging more than 6% interest on a secured loan without a license. The judge explained his action by saying he could not tell how much insurance premium was included in the interest charged by the loan concern.

The company had been refused renewal of its license and this refusal had been upheld by the district court, a higher tribunal than municipal court. The government then prosecuted the company for doing business without a license.

The company claimed part of the interest charges included insurance on the life of the borrower. Assistant Corporation Counsel King said the company charged as high as 28% interest and that persons borrowing from it never received any insurance policies.

D. C. regulations require auto finance and small loan companies to supply their borrowers with copies of policies.

Earl Carroll Tells Plans

Earl Carroll, president of Philippine American Life, which is controlled by C. V. Starr & Co., during a press interview at New York, stated that plans are under way to form a companion company to write fire, marine and cas-

ualty. Philippine American writes only in the Philippines, but is planning to get into Hawaii. The new fire and casualty company will confine its attention to the Philippines.

Plans are under way for a \$3 million home office building at Manila. This will be the largest commercial structure in the Philippines. Chairman of the company is Paul V. McNutt.

Conn. Groups Will Honor Allyn at Sept. 12 Dinner

Insurance associations and companies of Connecticut are combining to honor Commissioner Allyn of Connecticut at a testimonial dinner Sept. 12 at Hartford. Tickets can be obtained through William H. Wiley, executive secretary of the Connecticut Assn. of Insurance Agents who is chairman of the committee on arrangements.

In addition to Mr. Wiley's association and the companies, organizations sponsoring the banquet include Connecticut Life Underwriters Assn., Connecticut Field Club, Casualty & Surety Assn. of Connecticut, the Adjusters Assn. of Connecticut and the Hartford, Bridgeport and New Haven associations of insurance women.

Allis-Chalmers of Milwaukee has signed contracts to insure pensions for 29,900 employees. Bankers Life of Iowa will underwrite the plan.



4 NEW ADDITIONS

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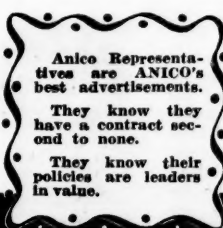
....2 New Convertible Endowments

....Life Paid up at 65 with Family Income to 65

....Premium Refund Rider

These new additions to the Anico Line of policies are unusual in their benefits — but adding them is NOT unusual. Anico Representatives can always be sure they will have the most modern and effective policies in their sales kit. Anico keeps pace with protection needs.

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OVER 2 BILLIONS OF LIFE INSURANCE IN FORCE

U. of Wisconsin Students Sell Students

For the third year, undergraduate students will sell life insurance to undergraduate students on the University of Wisconsin campus. The student agents will operate out of university agency of Northwestern Mutual Life.

The agency was formed to meet a definite need for practical experience

for insurance students at the university. Northwestern Mutual could not take them into the Madison agency because the agency already had a large number of well-trained professional men covering the city. It did not seem feasible to put the students in competition with the older and more experienced men.

Recent Graduate in Charge

The management of the agency is usually placed in the hands of a recent graduate of the university. He devotes most of his time during the school year to helping the students under contract, usually from six to 12 in number.

The agency works on two principles. The first is that the student group is not an easy one to contact. Most of them will leave Madison within a fairly short time, and the more mature agent often finds that he is not in tune with their thinking. The second is that there is a good potential market on the university campus. A large part of the student body is married, the income of some students and their wives is surprisingly high, and the securing of life insurance at a young age is an advantage that many of them appreciate.

Volume of \$500,000 Per Year

The total volume of the agency has been about \$500,000 for each of its two years of operation. Several applications have been received ranging from \$20,000 to \$30,000. Only one agent, however, has produced over \$100,000. This is not surprising since the students can, of necessity, be only part-time insurance salesmen. And, too, it must be remembered that they are working exclusively with students.

From the general agent's point of view, this is not a highly profitable proposition. It is not intended to be. It is intended to teach university students of insurance the basic facts of life insurance selling and to build a basic confidence that will stand them in good stead once they are on their own.

Bill Would Expand Civil Relief Act

WASHINGTON—Amendment and expansion of the soldiers' and sailors' civil relief act with respect to life insurance is proposed in a bill introduced by Rep. Rogers, Florida. Under the measure, he says, government would advance premiums on commercial policies and National Service life converted policies totaling up to \$10,000 face value in the case of any serviceman who the veterans administration finds is unable to meet such premiums owing to his reduced earning capacity by reason of military service.

Could Continue Throughout Service

This arrangement could continue throughout the period of service. Under the bill, the serviceman would have four years after leaving the service in which to repay government advances on premiums, with no interest charged.

The measure would not affect NSLI term policies or premiums.

Rogers has asked Chairman Rankin of the House veterans affairs committee for a hearing. His bill will be referred to VA for report.

John G. Tyner, who was recently appointed training assistant at the home office of Mutual Life, has been an assistant manager at Hartford since 1948. The appointment was announced last week.



Survey Employee Benefit Plans of 140 Banks

A survey of 140 selected banks located in every state, with resources ranging from \$8 million to \$1,400,000,000, to determine the extent which the banks provide employee benefit plans, was conducted by the committee on bank personnel administration of National Assn. of Bank Auditors & Controllers. The committee is headed by Sumner G. Sinclair, auditor of the Northwestern National Bank of Minneapolis, and its survey was reported in "Auditgram," the association's monthly publication.

These plans include a variety of things such as bonuses, education and training, as well as benefits related to insurance.

Group life programs are in effect in 41 banks under many plans and formulas providing insurance ranging from less than \$1,000 to \$10,000. Of 41 banks, 27 have plans that are contributory up to approximately 50% of cost.

When is employee eligible? 9—One year. 9—Six months. 14—90 days. 2—30 days. 6—Date of employment. 1—Beginning of next calendar quarter. Three banks require physical examination for insurance, others non-medical. In 17 banks, all or part of the insurance continues after retirement; most others state that employee may convert or elect to carry coverage at his own cost, with a few reporting a minimum amount of coverage, such as \$1,000, which in some cases is entirely paid for by the bank.

Disability Coverages

Group permanent disability coverage is provided by 13 and a number report it is being considered. The plan is contributory in four; all of the cost is paid by the other nine. Eligibility ranges from the date of employment to one year after employment. Only one bank reports a physical examination is required.

One of 50 banks reports temporary disability coverage on a formal basis, though a number indicate this coverage is provided through a continuation of salary or by special award in exceptional cases.

Hospital Protection

Group hospitalization: Forty-one of 50 banks have some kind of plan. Blue Cross is the carrier for 22, 13 have an insured plan, and three have both. One bank has its own plan. Hospitalization ranges from 21 to 120 days, with some exceptions. Direct dependents are covered by 31 of the 41 banks if desired, but at extra cost. The plan is contributory in 20 banks, not in 11, and in nine the employees pay all the cost. The contributory arrangement ranged from employees paying only for dependent insurance to a \$1 charge plus full cost of dependent, to 75% of total cost. Eligibility for hospitalization ranges from date of employment to one year after.

Group surgical operation coverage is provided by 31 banks—15 through an insured plan, 14 through Blue Shield, and one through both, while one administers its own plan. The benefits generally range from \$10 for an operation up to a maximum of \$5,000. For the most part, however, the maximum is reported as \$225.

Direct dependents are covered by 19 of the 31 banks, and these 19 report the plan is contributory. In 12 the employee pays entire cost. Eligibility ranges from date of employment to six months after. Coverage for group medical expense is available in eight banks, with benefits up to \$250 for any one illness. Direct dependents are covered in six banks, which also report the plan is contributory.

Group retirement annuity programs are in effect in 32 banks, 14 trustee, four profit sharing. Maximum pensions were reported by four banks, ranging

from \$8,500 a year to \$15,000 a year.

Only 11 of 32 banks with a retirement annuity program report that vesting is provided, while eight report a death benefit or cash surrender value, which generally is equal to the employee's contribution, sometimes including interest at 1½% to 2%.

Only 15 of the 32 banks report that their plan is contributory. Employee contributions generally range from 2% of salary through 2% of the first \$3,000 and an excess on that portion over \$3,000 to 4% of salary. Eligibility provisions vary considerably.

Treasury Extends Bond Sale to Lure Insurance Money

WASHINGTON—Friday's Treasury announcement of the refunding of September and October maturities and extension of purchase limitations on series F and G bonds was apparently designed to induce life company investments in them.

Secretary Snyder said private non-bank buyer investors have been primary buyers of marketable government securities, purchasing short-term securities mainly.

"Longer-term institutional investors," continued Snyder, "such as insurance companies and savings banks, however, have not been acquiring government securities on net balance. Instead they have been buying corporate bonds and home mortgages. They have been providing the funds necessary for new housing construction and new plant and equipment for industry."

"It is now expected that institutional investors may have some funds available for investment in government securities during the last quarter of the year. For this reason, the Treasury Department has lifted the limits of series F and G savings bonds to absorb these funds as they accrue."

Convention Dates

Sept. 14-16, Federation of Insurance Counsel, annual meeting, Atlantic City.

Sept. 18-20, International Claim Assn., Greenbrier hotel, White Sulphur Springs, W. Va.

Sept. 21-22, All-industry committee on liberations on uniform agent-broker licensing bills, unlicensed insurer bill and interstate compact proposal, New York.

Sept. 25-27, Life Office Management Assn., annual, Royal York hotel, Toronto.

Sept. 25-29, National Assn. of Life Underwriters, annual, Hotel Statler, Washington.

Sept. 25-28, National Fraternal Congress, annual, Statler hotel, New York City.

Oct. 3-6, American Life Convention annual, Edgewater Beach hotel, Chicago.

Oct. 12-13, N.A.I.C. zone 5, Kansas hotel, Topeka.

Oct. 16-17, Zone 3 Commissioners, Statler hotel, St. Louis.

October 23-25, Canadian Insurance Superintendents, annual, Brock hotel, Niagara Falls, Ont.

Oct. 23-25, Life Insurance Advertiser Assn. of America, annual, Claridge hotel, Atlantic City.

Oct. 23-26, Assn. of Superintendents of Insurance of Canada, General Brock hotel, Niagara Falls, Ont.

Nov. 1-3, Institute of Home Office Underwriters, annual, Fontenelle hotel, Omaha.

Nov. 9-11, Society of Actuaries, annual, Greenbrier, White Sulphur Springs, W. Va.

Nov. 15-17—Annual meeting Life Insurance Agency Management Assn., Edgewater Beach hotel, Chicago.

Dec. 10-15, National Assn. of Insurance Commissioners, winter meeting, Los Angeles.

Dec. 27-29, American Assn. of University Teachers of Insurance, University Club, Chicago.

1951

April 9-11, Home Office Life Underwriters Assn., annual, Greenbrier hotel, White Sulphur Springs.

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Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'Press On' has solved and always will solve the problems of the human race."

Calvin Coolidge

This quotation, by one of Vermont's most famous native sons, hangs in the offices of National Life underwriters all over the nation. We feel that the daily application by life insurance men of this compelling message has been a powerful force in selling the American people one of their most cherished possessions — family security through life insurance.

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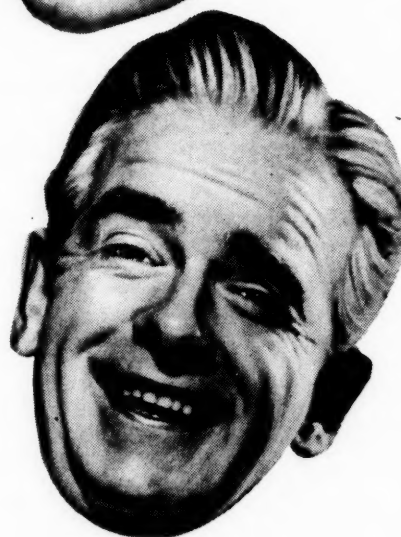
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*He packs up their troubles
and they*

SMILE

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Trouble Disposal is Hal Stern's specialty.

"What's going to become of me after I'm 65?"

"Will my wife lose our home if I should die?"

"Does our business go on the rocks if my partner dies?"

These are typical of scores of worries that people dispose of for good and all—through Hal's advice and counsel.

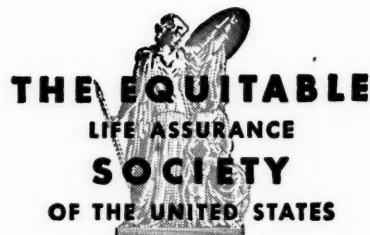
"Guess I'm a pretty lucky guy," Hal Stern often tells himself. "I make a mighty good living—and I do a lot of good for my friends and neighbors—and through them to the community as a whole...in my job as representative of The Equitable Life Assurance Society."

★ ★ ★

*One of a series of advertisements illustrating how
a representative of The Equitable Life Assurance
Society serves his community by selling life insurance.*

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